

Blocklayers
Asset
Management



Building your future, block by block

Cryptocurrencies as an asset class: just the beginning



A technological revolution in money, comparable to email in communication



Reinventing money as a product creates gigantic investment opportunities



Cryptocurrency markets have been expanding quickly, up 20x in 2017 from \$20bn to \$400bn



The asset class is still extremely small compared to traditional investments: Gold (\$8tn), Global Equities (\$100tn), Global Debt Markets (\$250tn)

Market capitalization of traditional asset classes vs digital assets

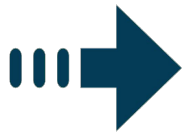
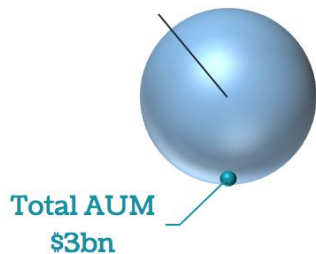


The great rotation into digital assets has not started yet



Problem: a limited offering of cryptocurrency asset management services

Total Market Capitalization
\$400bn



Why is institutional money under-represented?

- ⚠ Lack of trust
- ⚠ Lack of infrastructure
- ⚠ Poor standards
- ⚠ Underqualified managers
- ⚠ Illegal practices
- ⚠ Hacking risk

Only a few solid players already emerged, mostly US based:

Fund name	Founder	Strategy	AuM	Location
Pantera Capital	Dan Morehead	Ventures, tokens and projects	\$720m	San Francisco
Alphabit Capital	Liam Robertson	Opportunistic, algorithmic, ICOs	\$300m	Dubai
Polychain Capital	Olaf Carlson Wee	Opportunistic and ICOs	\$250m	San Francisco
Galaxy Digital Assets	Mike Novogratz	ICOs, mining, private equity	\$100m	NYC



Blocklayers AM: the leading cryptocurrency asset manager in Europe

A **trustworthy** and **secure** asset manager

- ❑ A team of highly qualified financial markets professionals
- ❑ 100% of funds invested in digital assets
- ❑ Allocations in three investment strategies
- ❑ Blockchain-based capital raising methods
- ❑ Objective: \$1bn of AuM in 2020

A team of highly qualified financial markets professionals



Emmanuel Goh, CEO

- Trader at **Blockchain.com**
- Former Single Stock Options Trader at **JP Morgan**
- HEC, ENSAE graduate



Investor Relations



Regulator Relations



Operations



Timothee Noat, CIO

- Single Stock Options Trader at **Citigroup**
- Former Exotic Trader at **UBS**
- HEC graduate



Fund Allocations



Risk Management



Investment Research



Francois Lamy, CTO

- Multi-Asset Quant Trader at **Balyasny Asset Management**
- Former Equity Trader at **SocGen**
- ENSAE, Dauphine graduate



Security Protocols



Execution & Custody



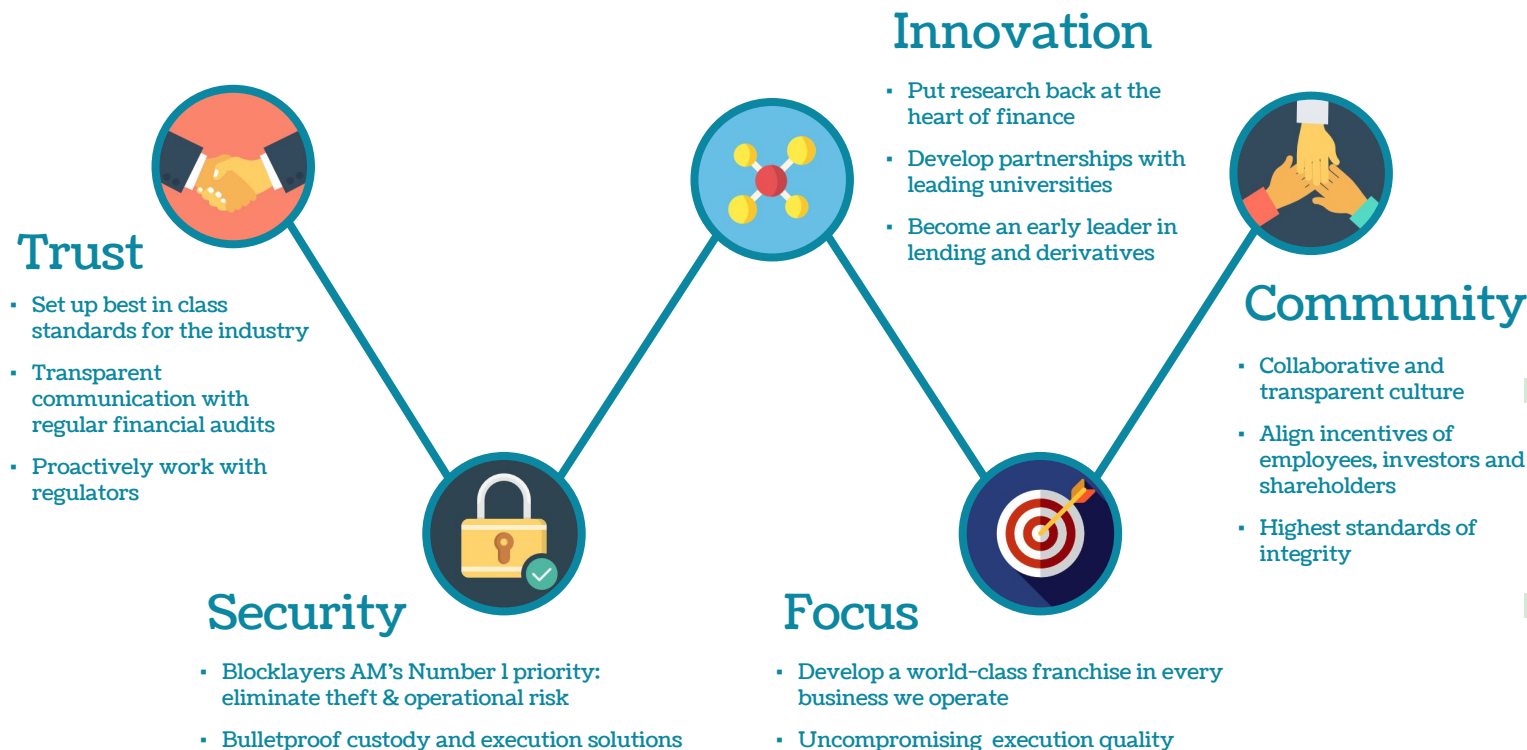
Research & Development



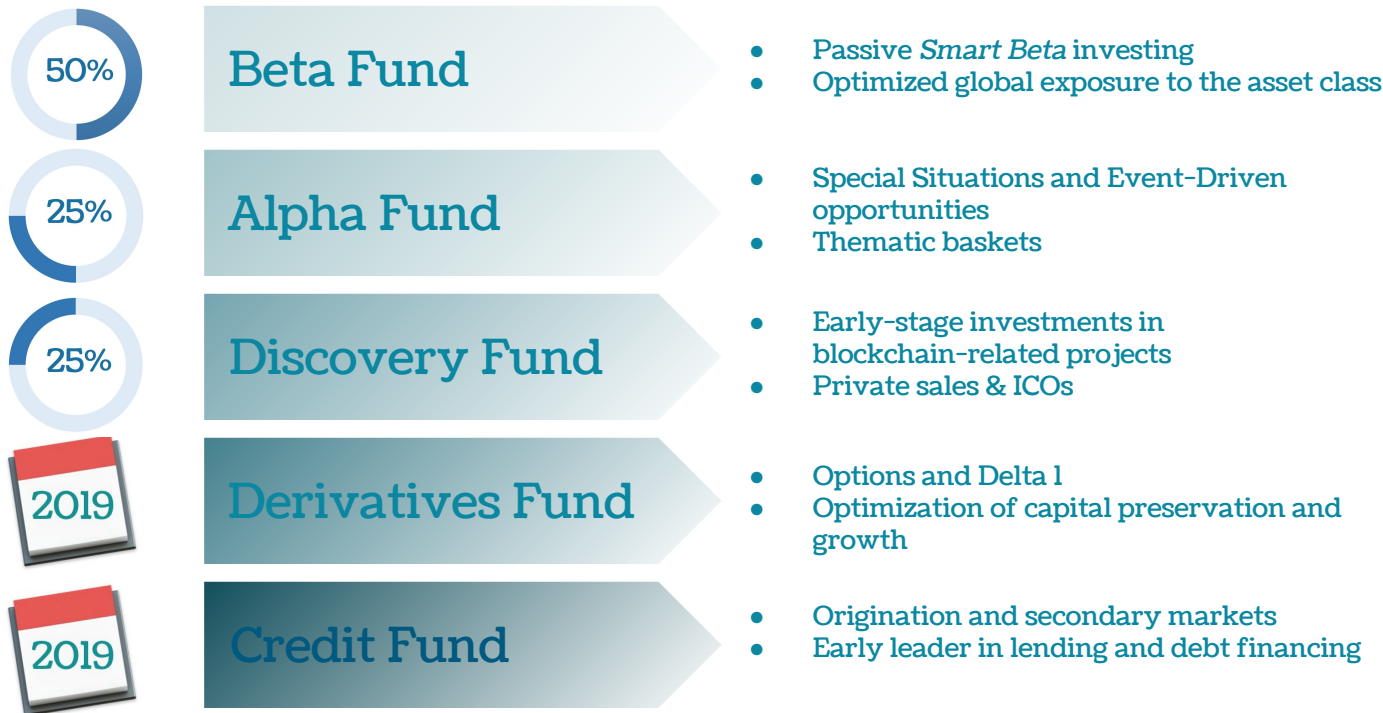
The safest cryptocurrency asset manager globally



Blocklayers AM Values: investors' interests always come first



A Set Of Rigorous Investment Strategies



BAM* Token: continuous liquidity using Blockchain-based capital raising methods



Regulated



- ❑ Each token issued by Blocklayers AM represents a percentage of ownership in the fund
- ❑ Tokens are registered as securities with the relevant regulators



Transparent



- ❑ NAV of the fund published monthly to increase transparency and trust
- ❑ Accounts audited by a certified independent auditor

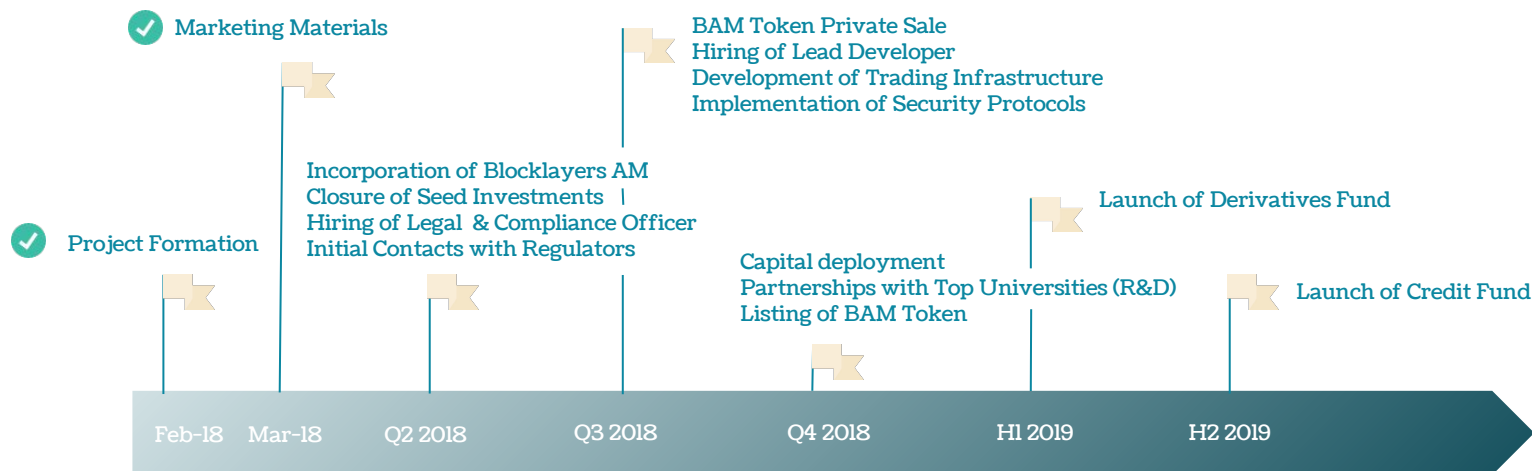


Liquid



- ❑ Token listed on major cryptocurrency exchanges
- ❑ Blocklayers AM continuously market-making the BAM token

Blocklayers AM Timeline: operational launch in Q4 2018



Seed Investment Opportunity in Blocklayers AM



Investment Range: \$ 250,000 to \$ 1,000,000 / investor

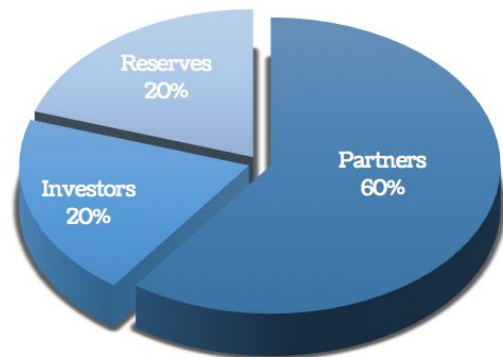


Seed Capital Target: \$ 2,000,000

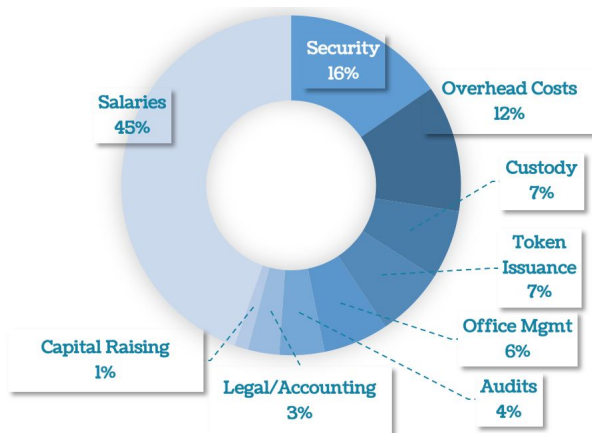


Share of Capital Open to Seed Investors: 20%

Indicative Initial Capital Structure:



Indicative Use of Funds (2018-2019):



Indicative Financial Projections (1/2)

Straightforward business model:

- 5% Management Fees gradually decreasing to 2.5% over time
- 10% Performance Fees



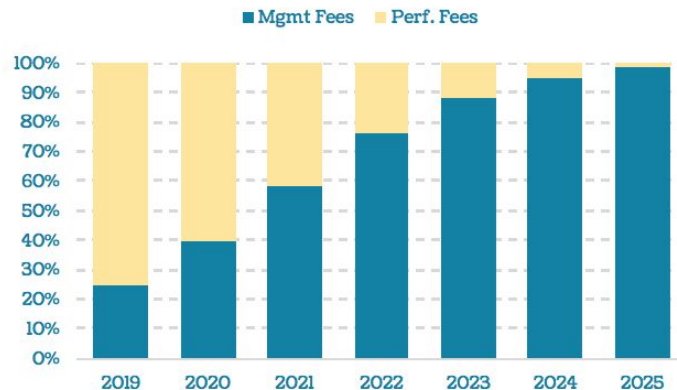
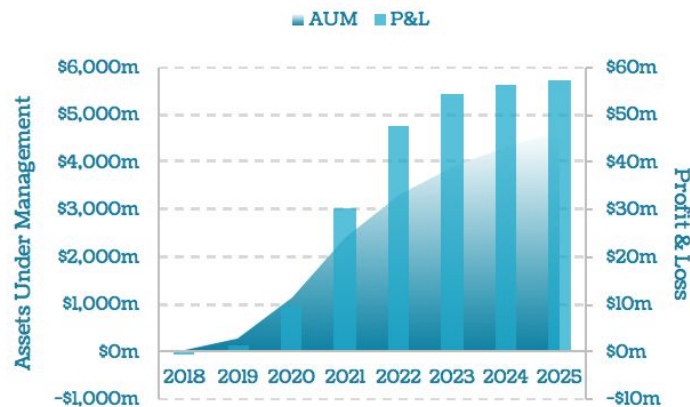
Significant leveraged exposure to the asset class for early investors



Profitable from 2019, regardless of the direction of the market



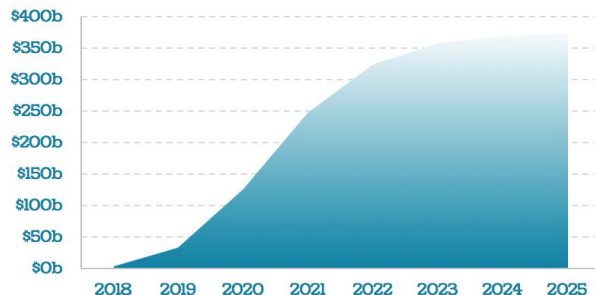
Hybrid revenue structure progressively shifting towards a classic asset-manager model



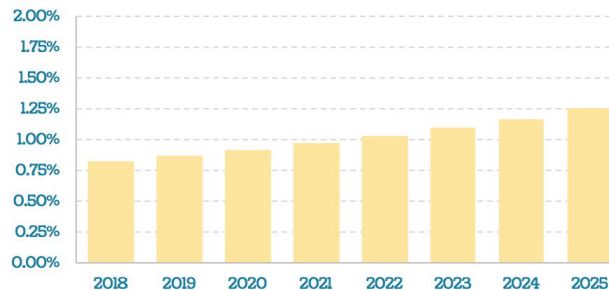
Indicative Financial Projections (2/2)

INCOME STATEMENT - 2018-2025						
Year	AUM	Revenues	Costs	P/L	Tax	Net P/L
2018	\$25m	\$0.3m	\$0.4m	-\$0.1m	\$0.0m	-\$0.1m
2019	\$274m	\$4.9m	\$3.3m	\$1.6m	\$0.3m	\$1.3m
2020	\$1,154m	\$27.4m	\$15.6m	\$11.9m	\$2.3m	\$9.6m
2021	\$2,383m	\$66.9m	\$29.9m	\$37.1m	\$6.7m	\$30.4m
2022	\$3,315m	\$95.0m	\$36.9m	\$58.1m	\$10.5m	\$47.7m
2023	\$3,900m	\$105.7m	\$39.5m	\$66.2m	\$11.9m	\$54.3m
2024	\$4,316m	\$110.2m	\$41.7m	\$68.5m	\$12.3m	\$56.2m
2025	\$4,678m	\$114.6m	\$44.7m	\$69.8m	\$12.6m	\$57.3m

Total Global Digital Assets AUM- 2018-2025



Blocklayers AM in % of Total AUM - 2018-2025



Detailed financial projections available upon request