

### DESIGN PRINCIPLES

## The crème de la crème

We sweat the details to deliver a premium, and compelling experience in an industry where design craft is a rarity.

# Each piece with purpose

We are a long-term evolving platform, built for the future from the blueprints we make today.

## Accessibly complex

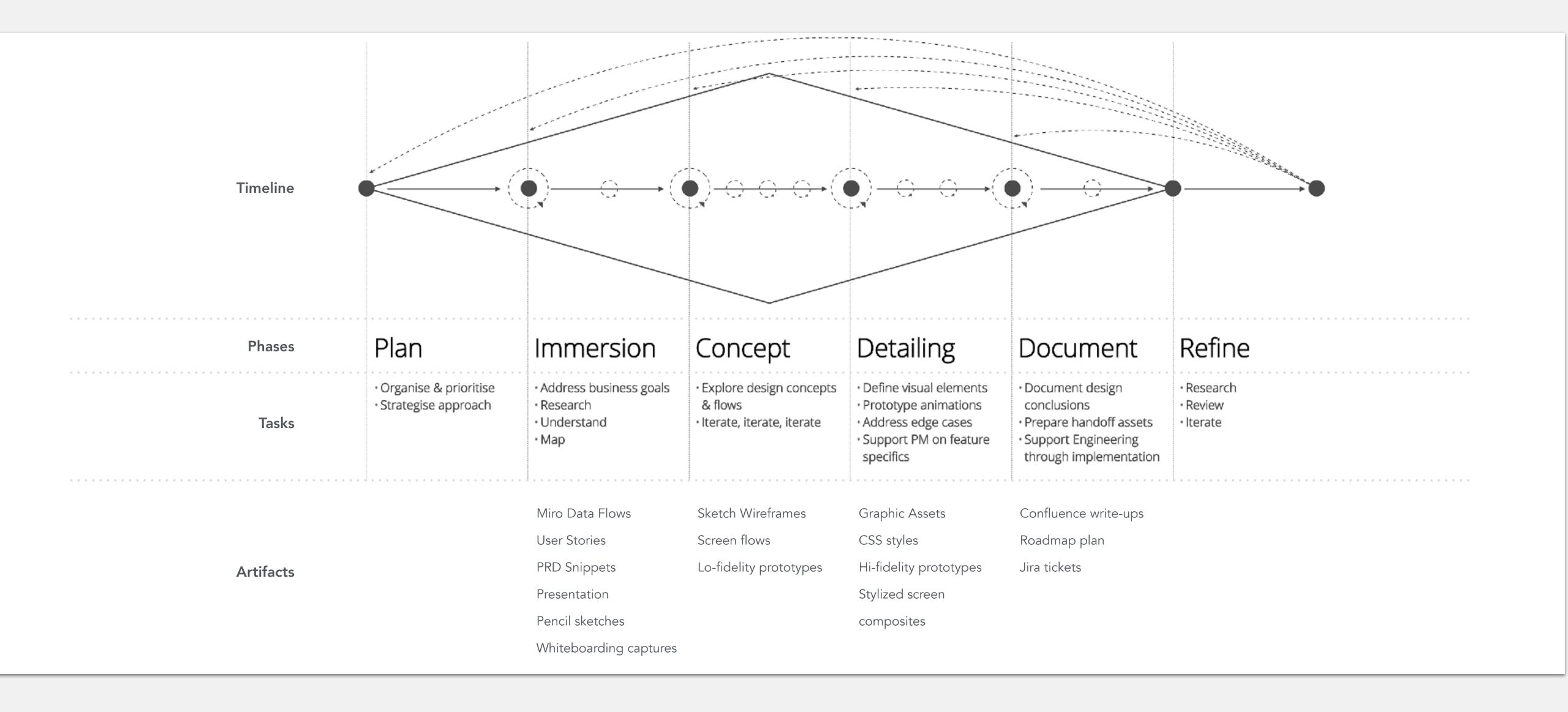
We take the creative, complex, and constantly shifting nature of our product seriously.

## An open book

We fight ambiguity to deliver an informed and inclusive trading experience that is clear, consistent, honest, and worthy of our customer's trust.

Portfolio 2018-2021 http://udays.xyz

#### DESIGN PROCESS



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