



TASTYWORKS CRYPTO STRATEGY

How tastyworks onboarded 13% of customers to crypto in 6 months

BROKER-DEALER CASE STUDY



>> February 2022



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tastyworks is a US-based brokerage firm, creating a financial revolution for the do-it-yourself investor.

Zero Hash provides tastyworks the tools to offer **digital assets trading** natively to their users.

tastyworks facts

2017 LAUNCHED IN 2017

2021 ACQUIRED BY IG GROUP
(FTSE 250 INDEX)

No.1 NAMED 2021 BEST ONLINE
BROKER BY INVESTOR'S
BUSINESS DAILY

**SEC,
FINRA,
NFA &
CFTC** REGULATED BROKERAGE



"The demand from our clients for crypto and digital assets is huge. It was the single most requested feature for the tastyworks platform.

Because **Zero Hash** can be fully integrated with our clearing firm, this was the most straightforward and fastest way for us to do that. Our clients are already trading crypto, and now they can do that on our award-winning platform."

Tom Sosnoff
Founder & Co-CEO of tastytrade

THE ZERO HASH SOLUTION

Turnkey Digital Assets As A Service



API Technology

5 simple API endpoints & developer-first platform



Regulatory Framework

Providing access to 350 million consumers in 51 US Jurisdictions and Canada.



Tax Reporting

Meet regulatory obligations of reporting customer tax obligations easily.

Zero Hash delivers secure, low latency infrastructure to trade digital assets in a completely automated way with full regulatory compliance, empowering **tastyworks** members to

INVEST IN 25+ CRYPTOCURRENCIES*

including



Bitcoin
(BTC)



Ethereum
(ETH)



Solana
(SOL)



Dogecoin
(DOGE)



Cardano
(ADA)



Litecoin
(LTC)



Aave
(AAVE)



Shiba Inu
(SHIB)



Elrond
(EGLD)



Maker
(MKR)

*Zero Hash supports 45+ assets. tastyworks chose to support only a subsection of these.

RESULTS

OFFERING CRYPTO CAPABILITIES CAN HELP BROKER-DEALERS INCREASE BRAND RELEVANCE, REMAIN THE PRIMARY TRADING PLATFORM FOR THEIR EXISTING USERS AS WELL AS ACQUIRE NEW CUSTOMERS

2021

TASTYWORKS LAUNCHED CRYPTO
IN FEBRUARY 2021

13%

OF TASTYWORKS TOTAL ACTIVE ACCOUNTS
TRADED CRYPTO DURING THE FIRST 6 MONTHS
SINCE LAUNCH OF CRYPTO

5 MOST TRADED ASSETS

1. ETHEREUM (32%)

32%

2. BITCOIN (28%)

28%

3. LITECOIN (10%)

10%

4. POLKADOT (5%)

5%

5. BITCOIN CASH (4%)

4%

\$3500

AVERAGE TRADE

60%

OF TRADES WERE BTC & ETH

\$75,500

LARGEST INDIVIDUAL TRADE

BUILT FOR DEVELOPERS.

Seamless onboarding into crypto economy with a few lines of code

ZERO HASH PRODUCTS USED IN TASTYWORKS INTEGRATION

Onboard	Seamless AML/KYC and near real-time account opening	POST	/participants/customers/new
Trades (batch)	Trade submission between ZHLS <> Liquidity Provider and ZHLS <> End Customer	POST	/trades/batch
Positions	Real time position updates	GET	/positions
Balance	Real-time balances	GET	/accounts
Tax	Tax reporting data	GET	/tax



Simple and Straightforward API



Sandbox and Testing environments



Dedicated Technical Support 24/7

Turnkey regulatory solution for Digital Assets

Providing access to 350 million consumers in 51 US Jurisdictions and Canada



ISO 27001 Certified and SOC Type 2 Compliant



Registered as an FX Dealer with FinCEN



BitLicense from NY Department of Financial Services



Licensed as a Money Transmitter with 45+ States and approved to operate in 51 U.S. jurisdictions.



Registered as a Money Service Business with the Financial Crime Enforcement Network ("FinCEN")

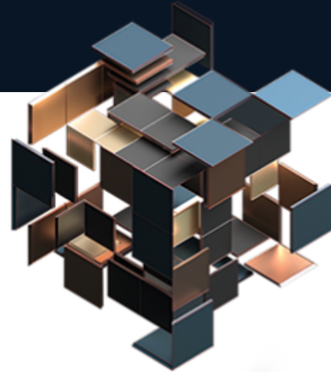


Canadian MSB registered with FINTRAC

What's Your Crypto Product Strategy?



EMBEDDED CRYPTO INFRASTRUCTURE



The easiest way for any platform to integrate digital assets natively into their own customer experience.

Get In Touch

Zero Hash API endpoints are modular and suitable for any digital assets strategy. Speak to us about your requirements; we'd love to hear from you.



contact@zerohash.com



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327 N. ABERDEEN ST. CHICAGO, IL 60607 USA

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