

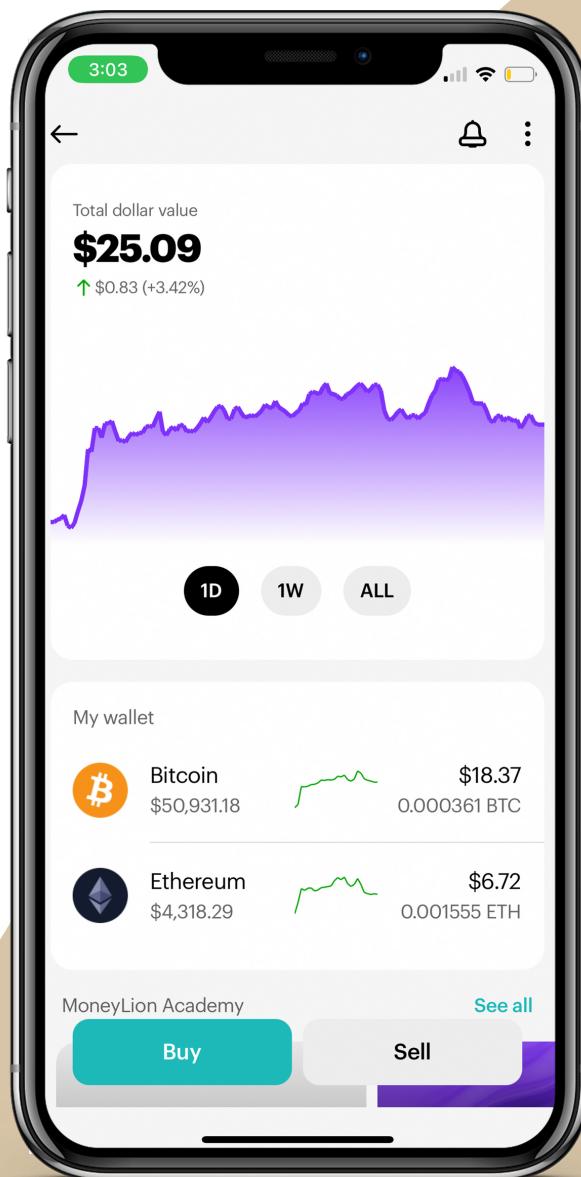


MoneyLion

MONEYLION'S CRYPTO STRATEGY

How MoneyLion onboarded 150,000+ of customers to crypto in 6 months

DIGITAL FINANCE CASE STUDY



» February 2022

zerohash.com



MoneyLion

MoneyLion is a digital financial platform that empowers people to take control of their finances.

MoneyLion leverages Zero Hash to power its **cryptocurrency offering** giving users access to and the ability to learn about the cryptocurrencies as part of its all-in-one digital financial platform

MoneyLion In Numbers

2013

FOUNDED IN 2013

2021

2021 PUBLIC LISTING THROUGH A
\$2.9B SPAC MERGER WITH
FUSION ACQUISITION (NYSE:ML)

9.4m

REGISTERED USERS AS
OF SEPTEMBER, 2021

77%

OF SURVEYED CUSTOMERS IN 2021
INTERESTED IN OWNING CRYPTO



"The MoneyLion crypto offering provides members an intuitive way to own digital currencies within a seamless and secure environment and, through our partnership with Zero Hash, we're confident that we're advancing our mission to increase access to previously exclusive financial services."

Dee Choubey
Co-Founder & CEO of MoneyLion



MoneyLion®

MONEYLION CRYPTO IS COMING

**BUY, SELL, AND EARN
BITCOIN & ETHEREUM**



THE ZERO HASH SOLUTION

Zero Hash provides MoneyLion the technology and regulatory framework to offer a suite of cryptocurrency products, natively to their platform, empowering members to:

BUY & SELL

Convenient way to **buy and sell** popular cryptocurrencies, including Bitcoin and Ethereum

EARN

Earn cryptocurrencies through **rewards** and **roundups** from spending

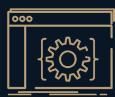
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Built for Developers.

Seamless onboarding into crypto economy with a few lines of code

PRODUCTS USED IN MONEYLION INTEGRATION

Onboard	Seamless AML/KYC and near real-time account opening	POST	/participants/customers/new
Liquidity	Buy, sell, and hold & round-ups	GET	/liquidity/rfq
		POST	/liquidity/execute
Awards	Crypto bonus & Up to \$1 million prize pool campaign	POST	/awards/fund
		POST	/awards/distribute
Balance	Real-time balances	GET	/accounts



Simple and Straightforward API



Sandbox and Testing environments



Dedicated Technical Support 24/7

Turnkey regulatory solution for Digital Assets

Zero Hash provides 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

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MoneyLion

Results. And We Only Got Started.

2021

MONEYLION LAUNCHED CRYPTO IN 2021

150,000

OF MONEYLION CUSTOMERS
ONBOARDED TO CRYPTO IN 6 MONTHS

365,000+

TRANSACTIONS SETTLED

4*

UNIQUE DIGITAL ASSETS
AVAILABLE TO TRADE & EARN

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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