

# Transforming the Digital Asset Experience for Private Wealth

Full-Service Digital Asset Platform for Private Wealth

The logo for SUNx CAPITAL is displayed in white text on a large, light purple circular background. The word "SUNx" is in a bold, sans-serif font, with the "x" having a stylized, geometric design. Below it, the word "CAPITAL" is in a smaller, all-caps, sans-serif font. The entire logo is centered within the purple circle. The background of the slide is dark blue with decorative white circles and lines on the right side.

**SUNx**  
CAPITAL

## Why?

We want people and businesses to have fast, simple and safe access to the decentralized financial economy

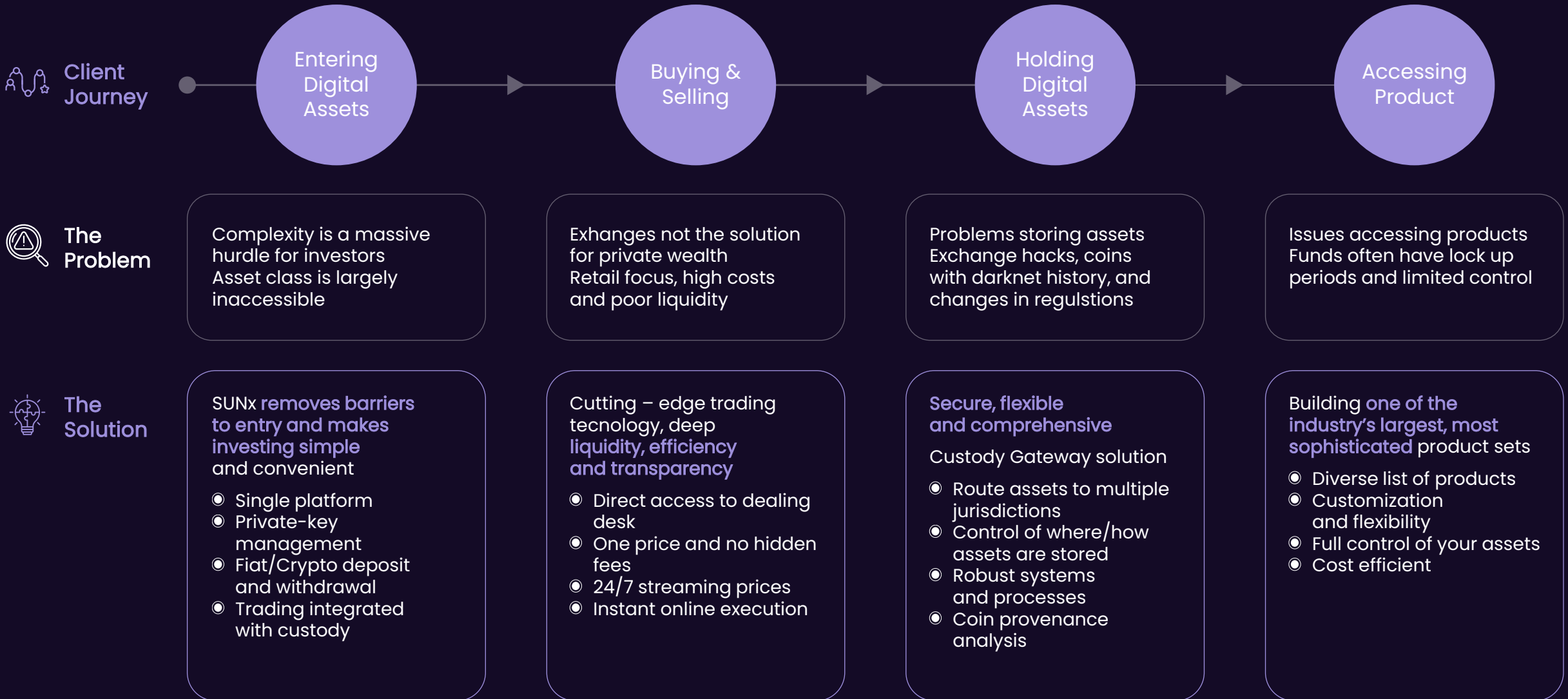
## How?

We combine cutting-edge trading capabilities with innovative products and personalized service backed by 40+ years of operational efficiency, regulatory and compliance excellence

## What?

Full-service digital asset platform delivering a private wealth experience direct to individuals and institutions

# Problem x Solution



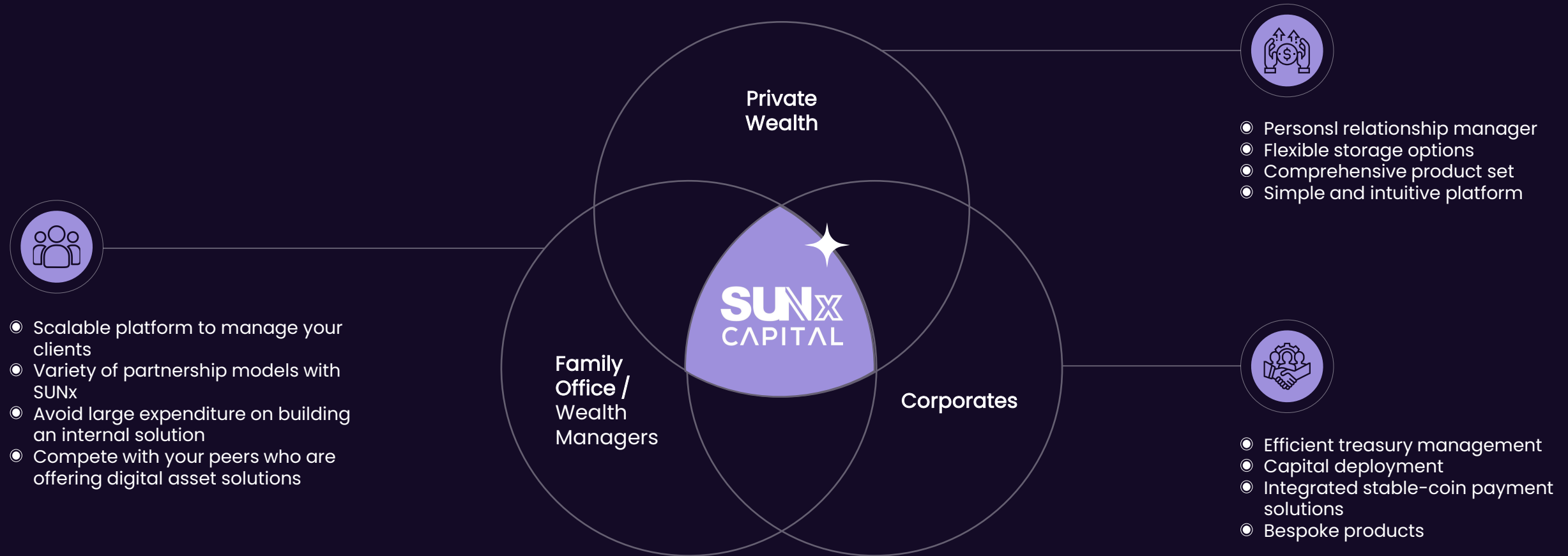
# Blockchain is considered the next great thing in the financial industry to unlock the full potential of the distributed ledger technology



## Blockchain in Wealth Management

- Real-time settlement models could transform the execution of financial transactions with positive impacts on transaction costs, counterparty risk and capital availability
- Data privacy protection, risk and financial history, including know your client (KYC) and investment profile propositions, could become less costly and much simpler with smart contracts and an encrypted single point of truth ("SPOT")
- Blockchain also facilitate faster client on-boarding and provider switching and thus reduce client loyalty and barriers to change Wealth Management service providers
- As a next generation service offering in Wealth Management, digital investment portfolios based on baskets of crypto currencies could address the importance of asset allocation and the need for diversification whilst offering alternative investment opportunities

# End-To-End Digital Experience For Individuals and Institutions



Large suite of advanced features to meet both simple and complex requirements alike

# Competition overview & feature comparison matrix



- Direct access to dealing desk
- Single point of access
- Tailored products
- Broad choice of options
- Innovative custody gateway
- Dedicated Relationship Manager
- Client has full control of assets
- Individual client reporting and analysis
- Transparency of line-by-line holdings
- Full Transparency of fees and charges
- Transfer assets in/out anytime

## SUNX



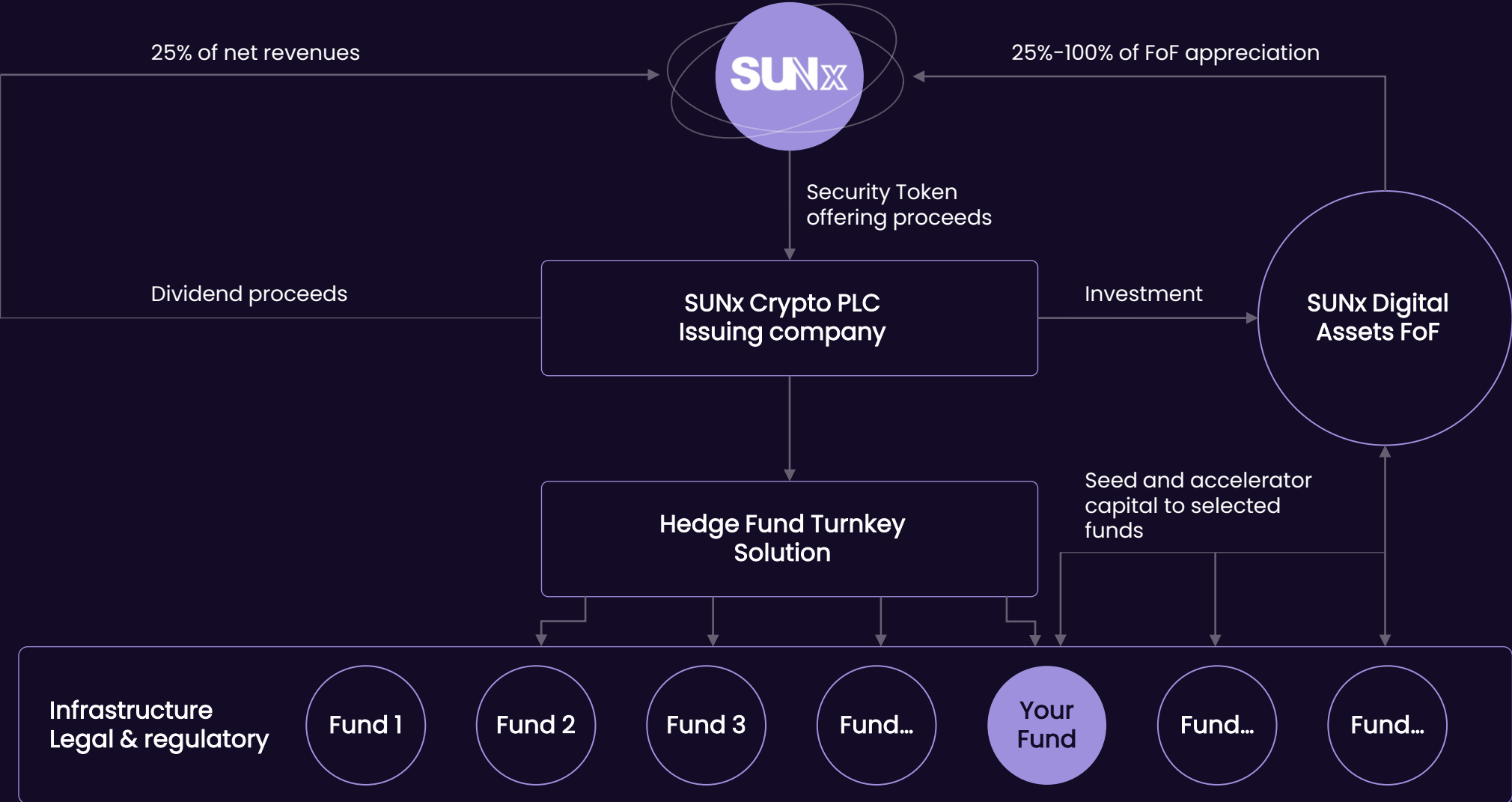
## Exchange



## Fund



# Business model



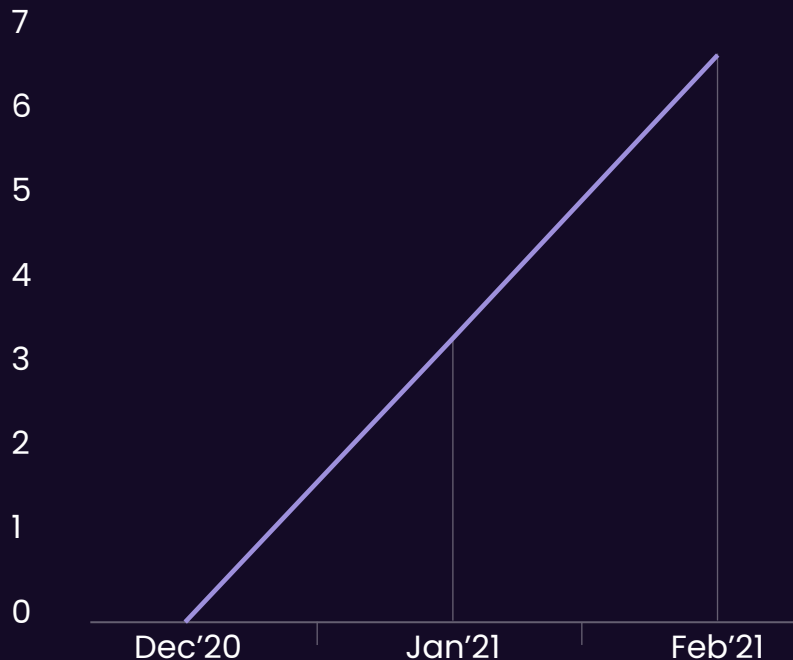
# Proof of concept



**Strong momentum in client acquisition and volumes since Jan launch show product market fit**  
Growing Revenues with PR, marketing and sales strategies now in motion



**Volumes 6x in 3 Months**  
Monthly Trading Volume

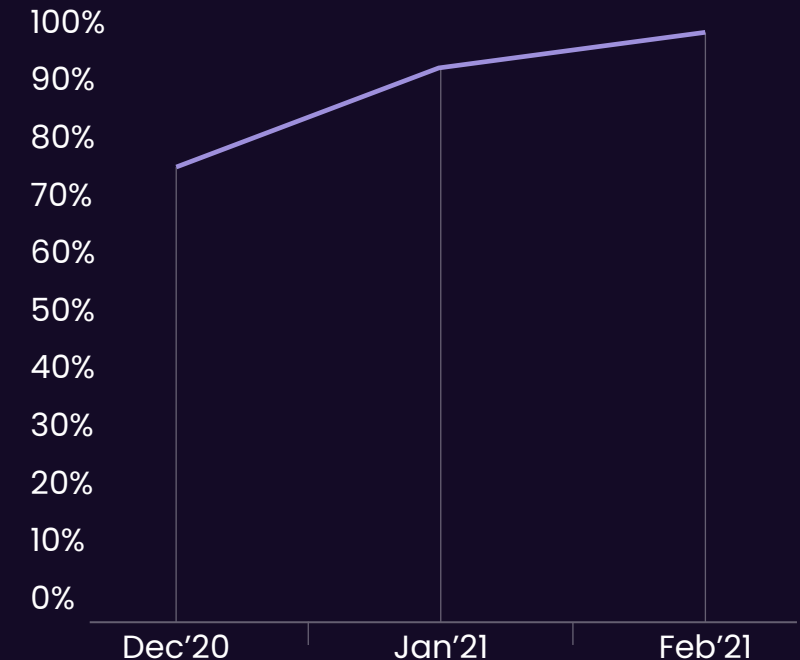


**Strong Revenues,**  
Client and Asset Growth

- Immediate and fast growing revenue  
6 months ahead of projections
- Client growth fast and continuous  
Client growth 50%/month
- Deposit size reflects target clientbase
- Trade sizes consistent with private wealth market



**Volumes Scale w/Personal Touch**  
Electronic trades vs Total trades





## 1 stage

### Pre-seed round



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## 2 stage

### Commercial pilots



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## 3 stage

### Seed round



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# We are asking for \$2.5M Seed Funding with a plan of Series A in Q4 2022 or Q1 2023



**25%**

Equity Offered



**\$10M**

Valuation



## Round targets



Moving platform Processing Engine into the private cloud using partnership with Rackspace



Adding headcount to our team of payment processing specialists, software engineers, data scientists, and risk experts



Hiring a marketing team to design a dedicated Enterprise sales and marketing strategy Sales and marketing strategy

**57%**  
Operations



**29%**  
Infrastructure



**14%**  
Sales and Marketing



**\$2,5M**



Speak to us directly to find out how we can help you with your digital asset needs



### Contact

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