



# COMPANY OVERVIEW

Financial, technical and investment services for the Blockchain marketplace

*TechKnow Invest Roadshow, April 2018*

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## OUR MISSION:

*To be the leading Blockchain corporate advisory and cryptoasset management firm globally.*

# Key Team



## Full Stack Cryptoasset Expertise



### LEIGH TRAVERS

#### Managing Director

Leigh is Vice Chairman of the Australian Digital Commerce Association (ADCA) and Chair of the Initial Coin Offering (ICO) Industry Working Group. Leigh is a frequent presenter on Blockchain in Australia and overseas, and has extensive experience in the Wealth Management industry.



### NEEL KRISHNAN

#### Company President

Neel has held senior positions at a number of US based hedge funds, and as a financial analyst at the Federal Reserve Bank of New York, where he published a number of academic papers. Neel leads DigitalX's US team and is a specialist in crypto-economic advisory for token supply models.



### MIKE SEGAL

#### Chief Technology Officer

Mike is an expert in cryptography and machine learning and has worked at several Boston and San Francisco-based companies. Mike was a member of the first weekly Bitcoin Meetup group in the world, and conducts smart contract code auditing and reviews for DigitalX clients. Mike advises on security architecture for all DigitalX projects.



### DAVID BEROS

#### Head of Product & General Manager Advisory

David has a background in managing quantitative trading strategies and equity capital raisings as an experienced stockbroker. David founded two financial services startups, and went on to specialise in digital product management roles for a large corporate clients looking to innovate and bring new products to market.

# Our Focus



Our core focus is across 4 key areas:

1.

ICO Management  
& Corporate  
Advisory

2.

Blockchain  
Consulting &  
Development

3.

Crypto-asset  
Fund  
Management

4.

Blockchain  
investor education  
and Crypto news  
services

# Company History



The world's first publicly listed blockchain company continues to add business lines



# Capital Structure and Performance



DigitalX posted a record US\$8m first half profit (HY2018)



SHARE PRICE  
**\$0.165 (06/4/18)**

SHARES ON ISSUE\*  
**~485,000,000**

MARKET CAP  
**~\$80,000,000**

FULLY DILUTED SHARES  
**~550,000,000**





# ADVISORY SERVICES

# Advisory Services Overview



DigitalX provides four stages of advisory services depending on the project scope required:

1. **Pre-ICO Setup and Technical Services**
2. **Token Sale Marketing**
3. **Introduction to the DigitalX Network**
4. **Post-ICO Advisory**

# Timeline



## Indicative Advisory Roadmap

DigitalX can provide a full range of end to end ICO services as required.

Week	Indicative ICO Advisory Roadmap
1	Project kickoff and setup of project management processes.
2	White paper discussion session and technical review commences.
3	Product, MVP or prototype design assessment and code review begins.
4	Initial white paper and product review commentary.
5	Marketing scoping workshops and strategic planning.
6	Final delivery of white paper and product design review.
7	Wallet management and security plan implementation.
8	Investor roadshow event planning and organisation.
9	Digital marketing content creation and strategy implementation.
10	Investor roadshow and strategic network introductions.
11	Final white paper release and marketing scale up.
12	Token sale commences.
13	Post ICO Advisory services

# Clients



DigitalX has a successful track record of advising projects that have successfully raised **hundreds of millions** to bring exciting Blockchain technologies to market



CoinPoker



Singularity Net



SHIVOM



mosaic



**BANKERA**  
BANK FOR THE DIGITAL ERA



ETHER PARTY

# 2

## BLOCKCHAIN CONSULTING AND DEVELOPMENT

# Consulting Services Overview



DigitalX is bringing Cryptoassets into the world of traditional financial institutions.

1. **Security and Smart Contract Auditing**
2. **Technical Product and Platform Reviews**
3. **Blockchain Business Development Partnerships**

# Consulting Services Overview



## Australian Public Company Consulting

DigitalX will review the company's current product offerings and provide Blockchain consulting services to the board and management. DigitalX will then explore how distributed ledger technology can be integrated into the company's current business model.

ShareRoot

ASX:SRO



ASX:TTL

## Public Sector Consulting

Blockchain is set to transform how government delivers regulation and services.



# 3

## CRYPTOASSET FUND MANAGEMENT



# DigitalX Investments - Funds Management



DigitalX is bringing the Cryptoasset asset class into the world of traditional financial investment.

1. **DigitalX Fund; Invest directly into the Top 10 crypto-assets by market cap - provides access to one of the best performing asset classes in world over the past 5 years.**
1. **DigitalX Fund can also invest in Pre-ICO's to provide early stage investors access to the world's best Blockchain projects.**



## Investment overview

### DigitalX Fund

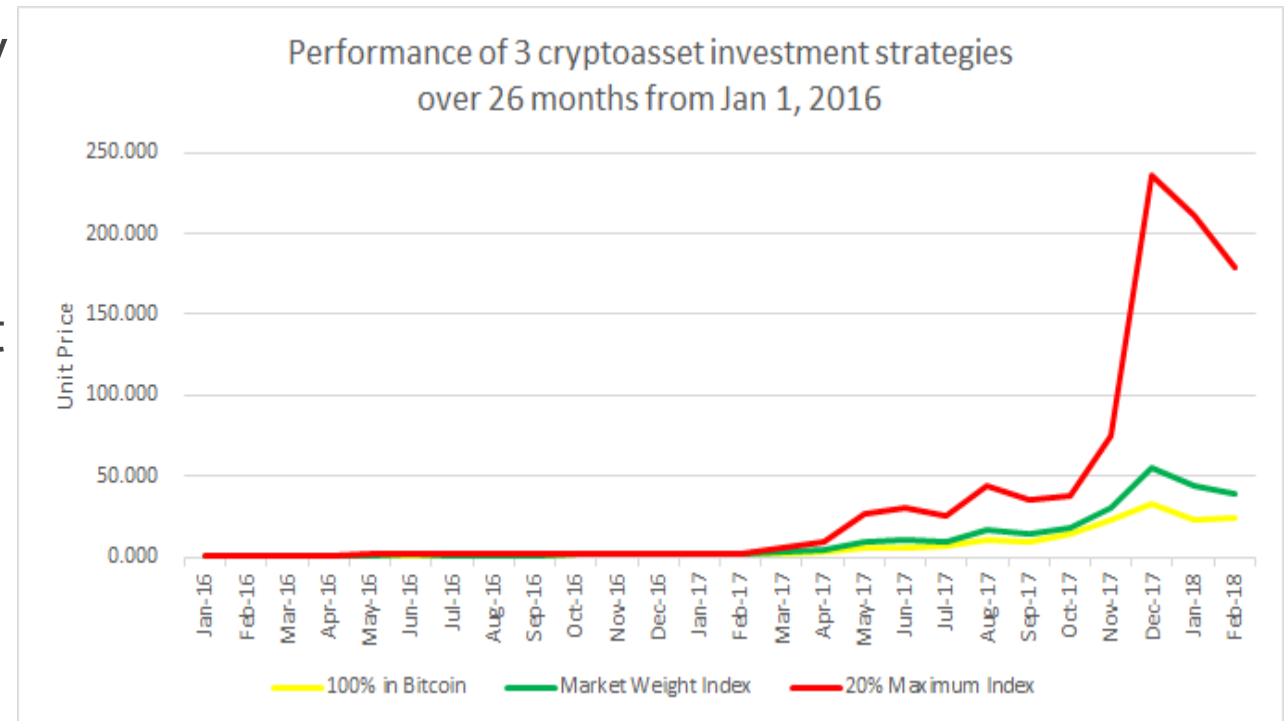
- 75% of assets will be invested into a basket of the top 10 cryptoassets, weighted by market capitalisation. Individual components will be capped at 20%, and the basket will be re-weighted on a monthly basis.
- 25% of funds will be invested in Pre-ICO opportunities, plus individual cryptoasset opportunities.

[www.digitalx.com/digitalxinvestments](http://www.digitalx.com/digitalxinvestments)

# DigitalX Investments - Funds Management



- ❖ Individual stock selection challenging due to high volatility and poor availability of company information.
- ❖ DigitalX believes an index basket approach, re-weighted monthly is lowest risk approach to long-term capital appreciation.
- ❖ Since Jan 1, 2016;
  - Bitcoin up 24x
  - Top 10 Index by Market Cap, up 39x
  - Top 10 Index, 20% max weight index, up 179x



## The Investment Team



**Tim Davies is Head of DigitalX Investments and Portfolio Manager of the DigitalX Fund.**

Mr Davies has worked in financial markets for more than 20 years, and was one of the first Australian Portfolio Managers to enter the Chinese equity market in 2003 with Ellerston Capital (2001-2009). He was also responsible for building a local research team of 20 investment analysts in Shanghai, China with Ellerston. Tim was also the Chief Investment Officer for the Caledonia Asia Fund (2010-2012), and Associate Director with Goldman Sachs (1998-2001).



**Robert Wood is an Investment Analyst with DigitalX Investments.**

Robert has over 20 years' experience as a board member leading businesses in the UK, USA and Australia. Robert's experience includes Business analysis driving performance improvement, pre and post-acquisition strategy planning and implementation. Robert's core skills are founded upon a solid business background gained with several leading technology driven companies. Robert has also turned around a number of loss making businesses into highly profitable, growing entities.

# 4

## Blockchain Education and Crypto news Services

# Coin.org

digital ™



Delivering access to industry leaders through video tutorials to help people understand cryptoassets.



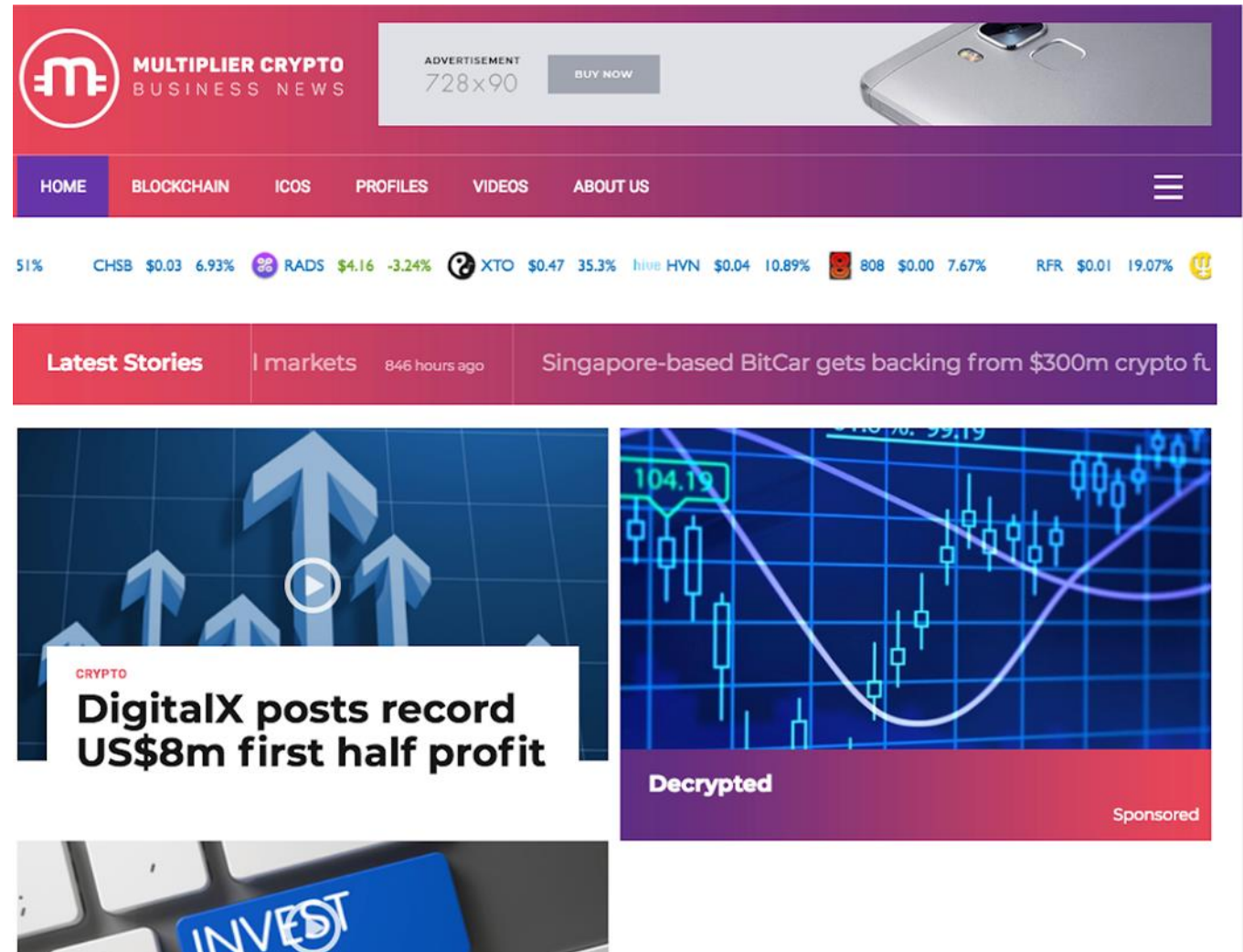
[www.coin.org](http://www.coin.org)

# Multiplier Crypto Business News



Digital news network  
for the businesses of  
Blockchain and  
cryptoassets.

[www.multipliercrypto.com](http://www.multipliercrypto.com)

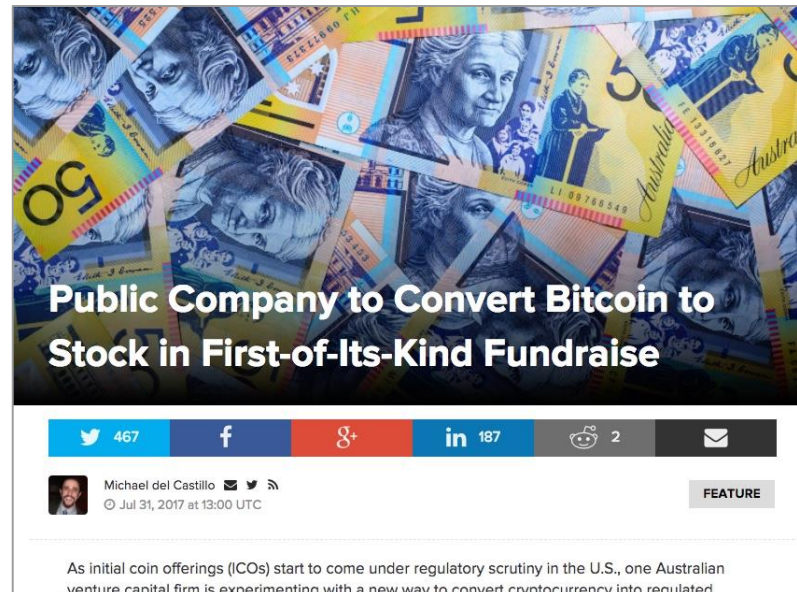




# Summary



## Financial, Technical and Investment Services for the Blockchain marketplace







# DigitalX Ltd

Financial, technical and investment services for the blockchain marketplace.

**Perth | New York | Sydney**

For more information, please contact **[clients@digitalx.com](mailto:clients@digitalx.com)**