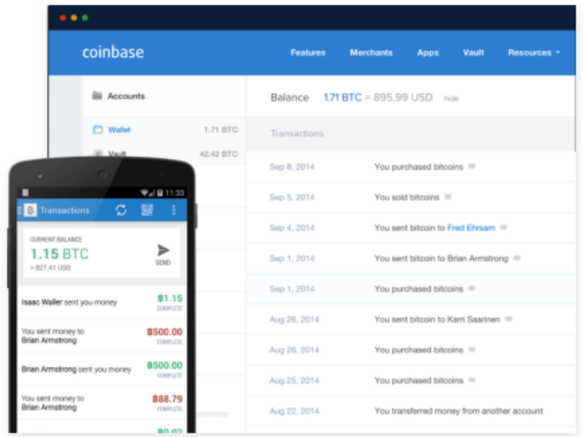
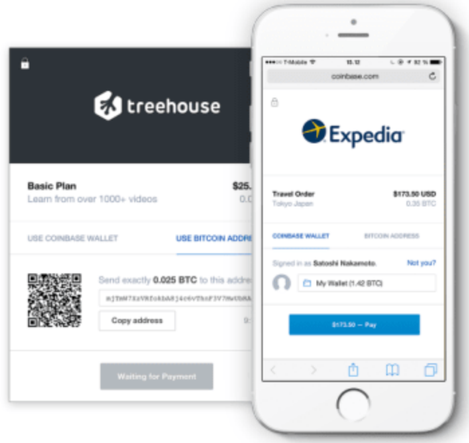
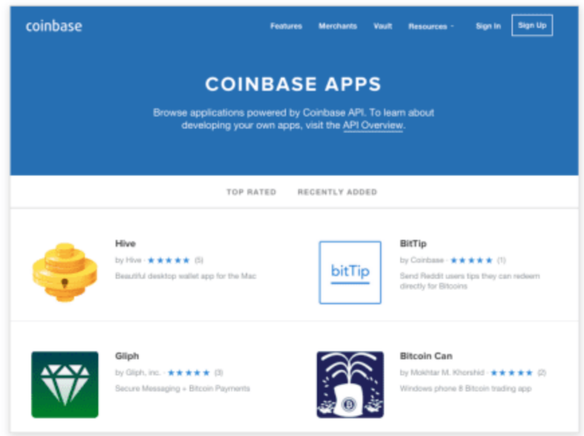
coinbase

Coinbase is #1 in market share for consumers, merchants, and developers







#1 Consumer wallets

24% market share

1,700,000 consumers

#1 in bitcoin deposits

#1 Merchant tools

36,000 merchants

9 of 10 major deals in 2014

Stripe, Paypal, Braintree

#1 Developer platform

7,000 developers

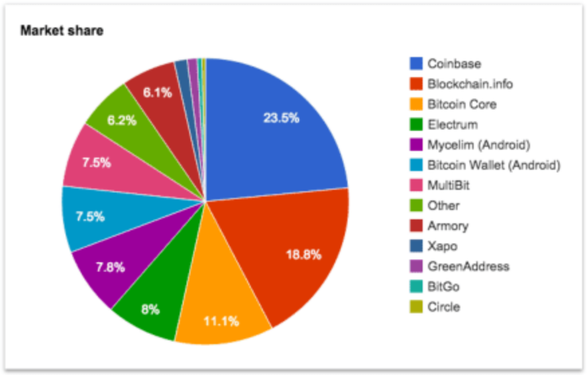
The only full-stack Bitcoin API

Access to largest user base

coinbase

Consumer metrics

#1 in wallets

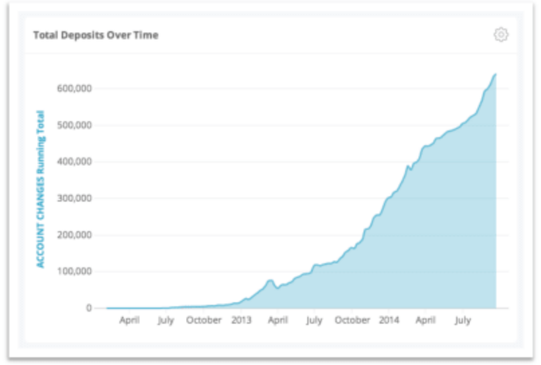


24% market share

1.7 Million consumer wallets

10x year-over-year

#1 in deposits

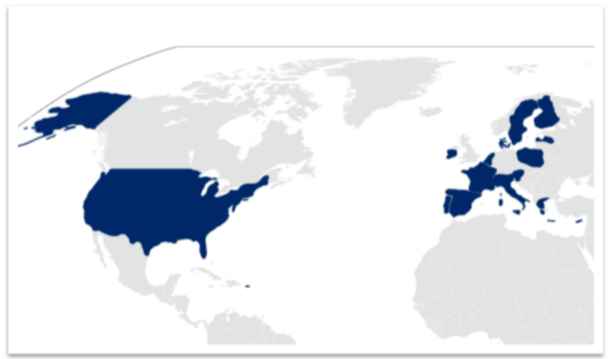


670,000 bitcoin deposits

+**90%** in 2014

$100-200 avg. balance

#1 in countries



18 additional countries outside US

690M population served

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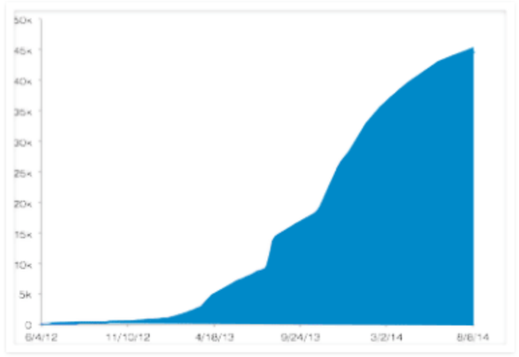
Merchant metrics

#1 in signups



36,000 merchants

Instant cash-out

#1 in partners

DELL
Expedia
overstock.com
dish
1-800 flowers.com
Wikipedia
The Free Encyclopedia

9 of 10 billion dollar partners in 2014

Advanced functionality

#1 strategic integrations

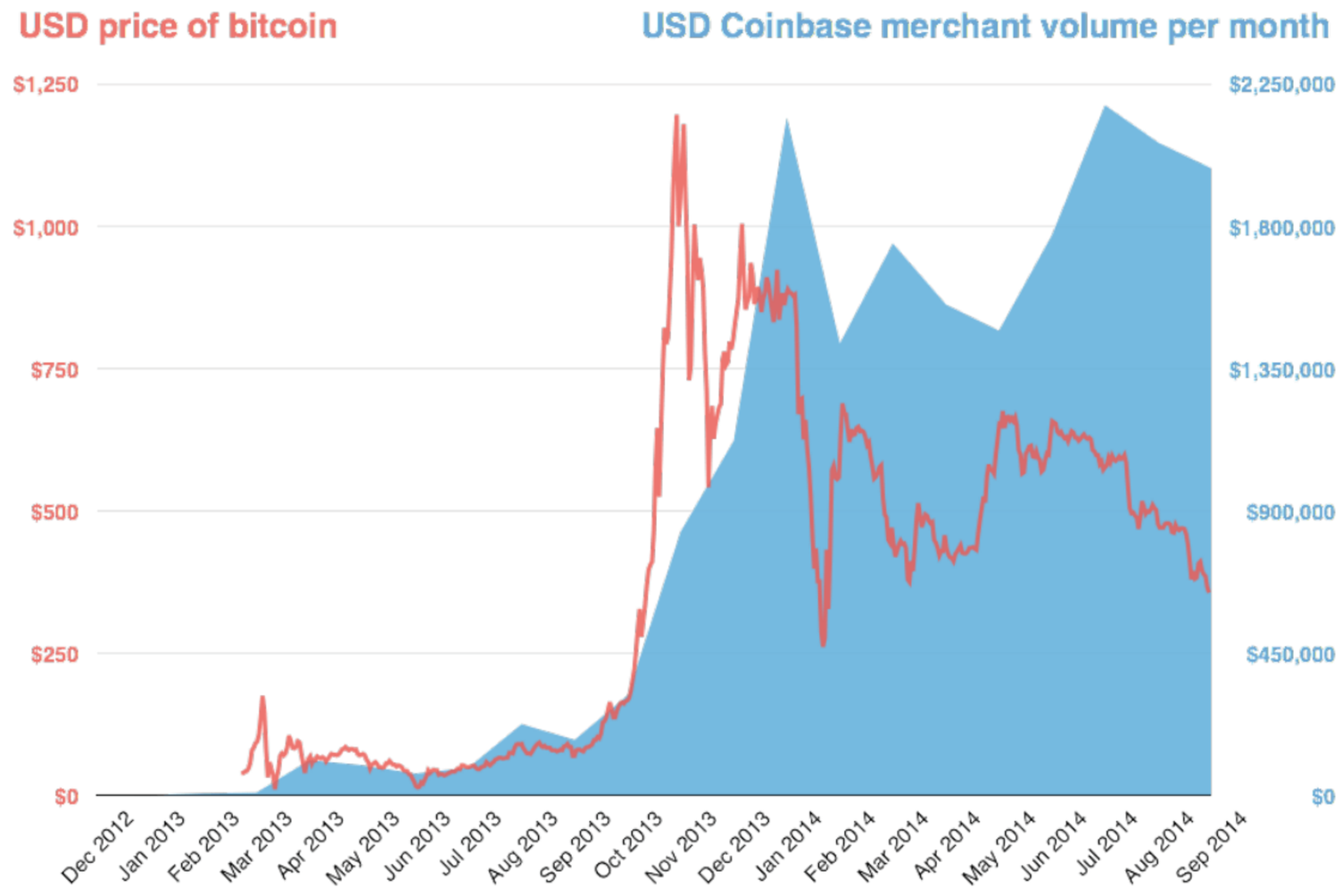
PayPal
Square
stripe
Digital River
Braintree
Revel Systems
shopify
intuit

6 key partnerships launched

Stripe, Braintree, and PayPal

coinbase

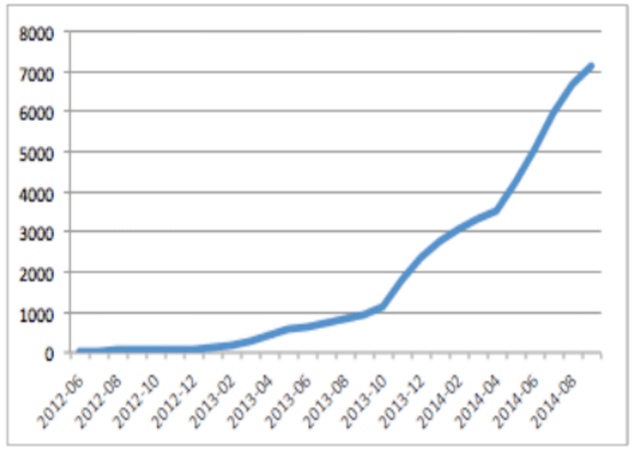
Coinbase merchant USD volumes have continued to grow **— independent of bitcoin price changes**



coinbase

Developer metrics

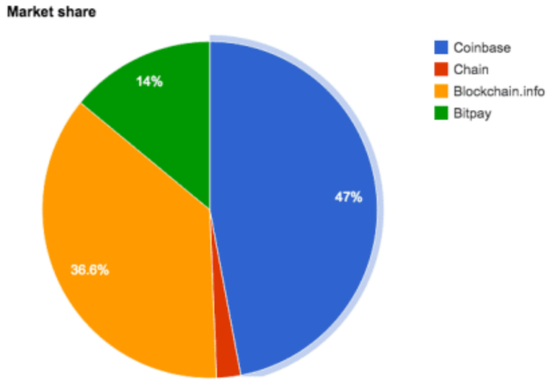
#1 in developers



7,000 developers

+204% in 2014

#1 on Github

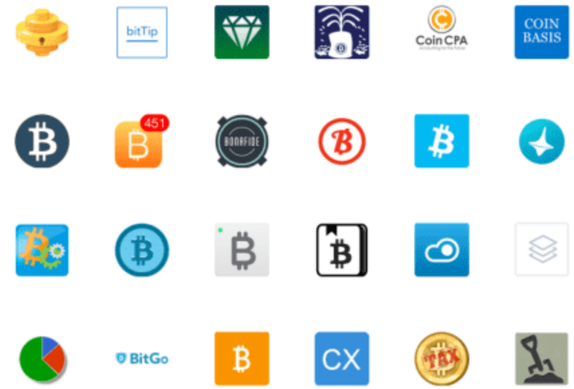


#1 used bitcoin API on Github

+90% in 2014

Raw blockchain & buy/sell, storage, merchant tools

#1 in apps



App store

44 published 3rd-party apps

Curating ecosystem

coinbase

Authorize **Uber** to access your account?

Uber will be able to:

⇆ Debit money from your account
Max. 100.00 USD per month

COINBASE API
Raw blockchain data
Buy / Sell
Send via email
Accept payments
Debit / pull payments
Recurring payments

Coinbase is **the only full stack** Bitcoin API

Infrastructure developers get for free on Coinbase

- Instantly have access to banking relationships in a growing network of countries
- Instantly have a world class compliance team
- Instantly have all local regulatory licenses
- Abstract away fraud
- Leverage the world's largest cold storage system
- OAuth to the largest set of bitcoin wallets in the world

In order to replicate the Coinbase building blocks, you need 2 years and $2 million – developers highly incentivized to build on Coinbase infrastructure

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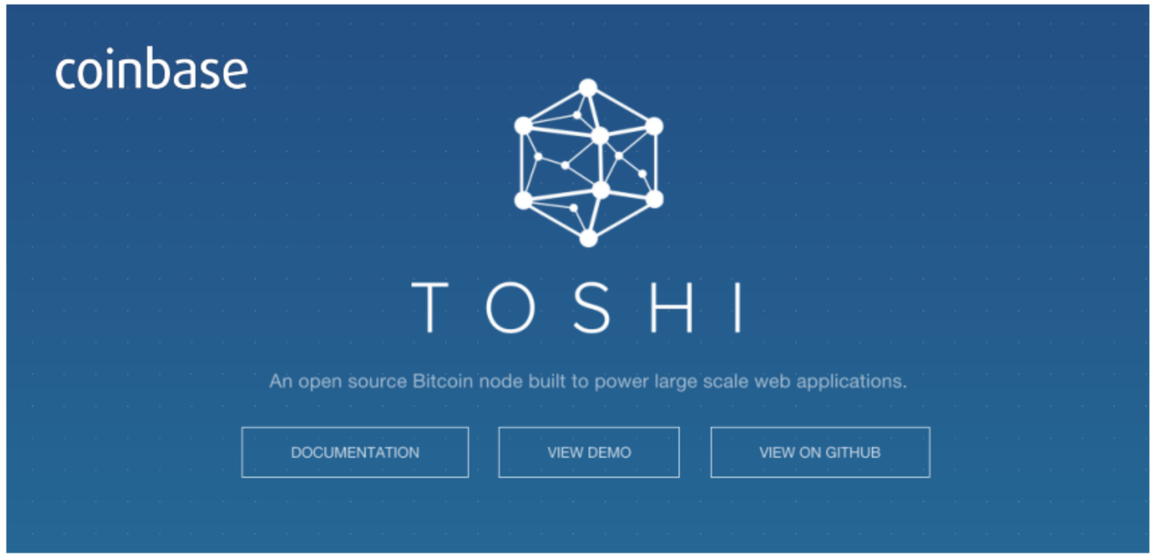
Raw blockchain APIs are a commodity



Coinbase's **Toshi** bitcoin node gives away the functionality of other Bitcoin API companies for free.

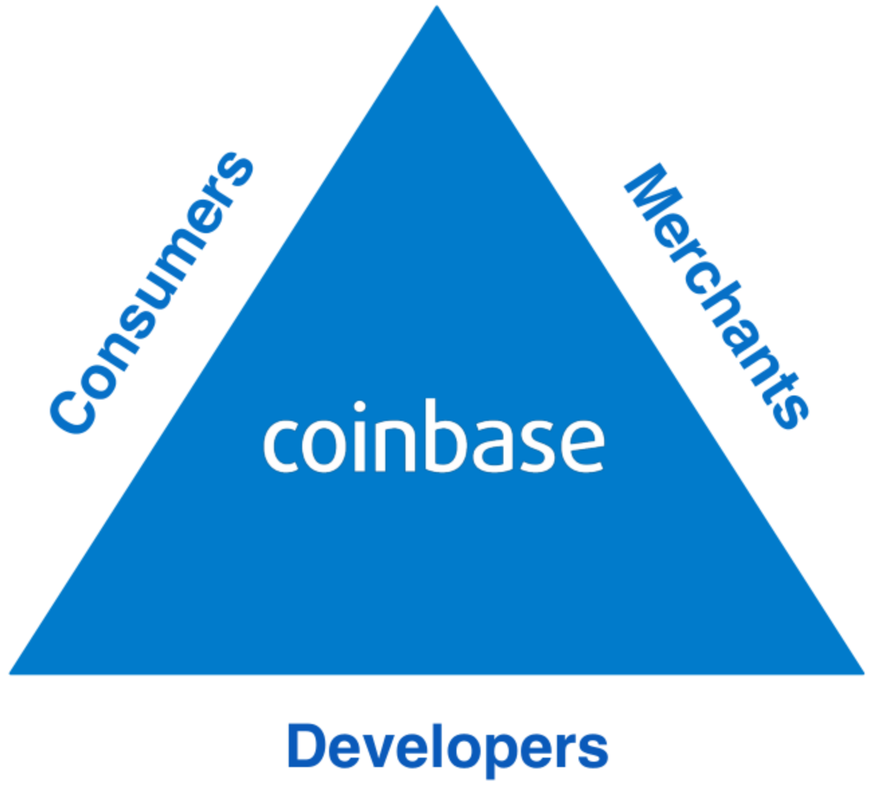
chain

Gem

BLOCKCYPHER

coinbase

Unfair Advantages



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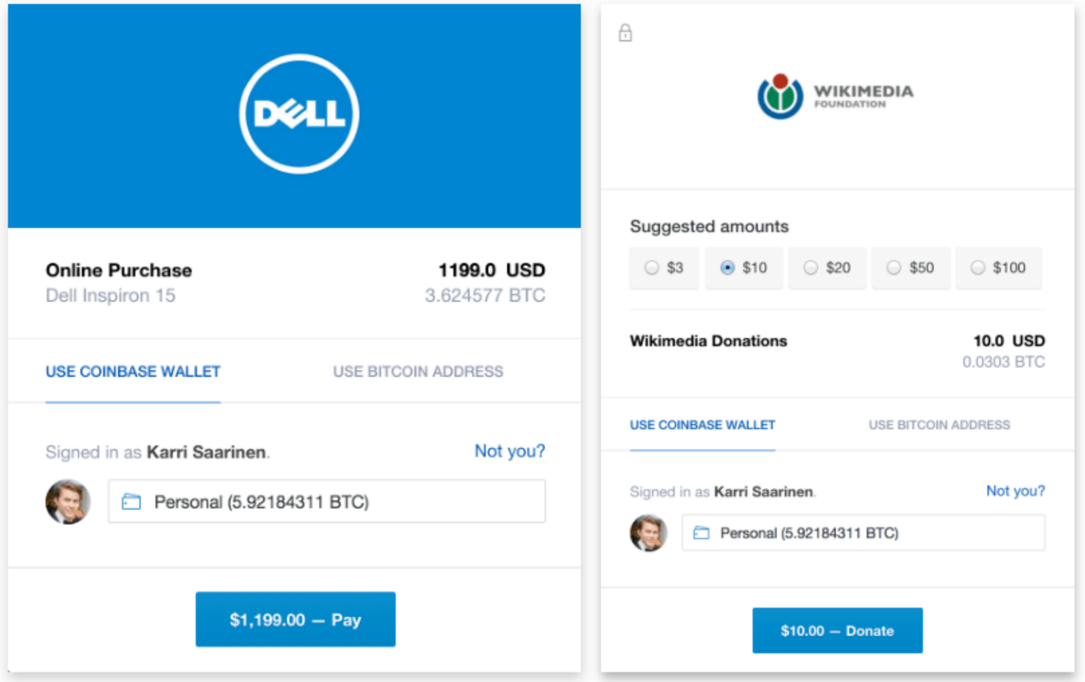
Unfair advantages in merchant tools

- 2-click checkout
- Debit / pull transactions
- Subscriptions / recurring payments
- Refund to an email address
- 1.7 million consumer marketing channel
- Internalization of flows



VS.

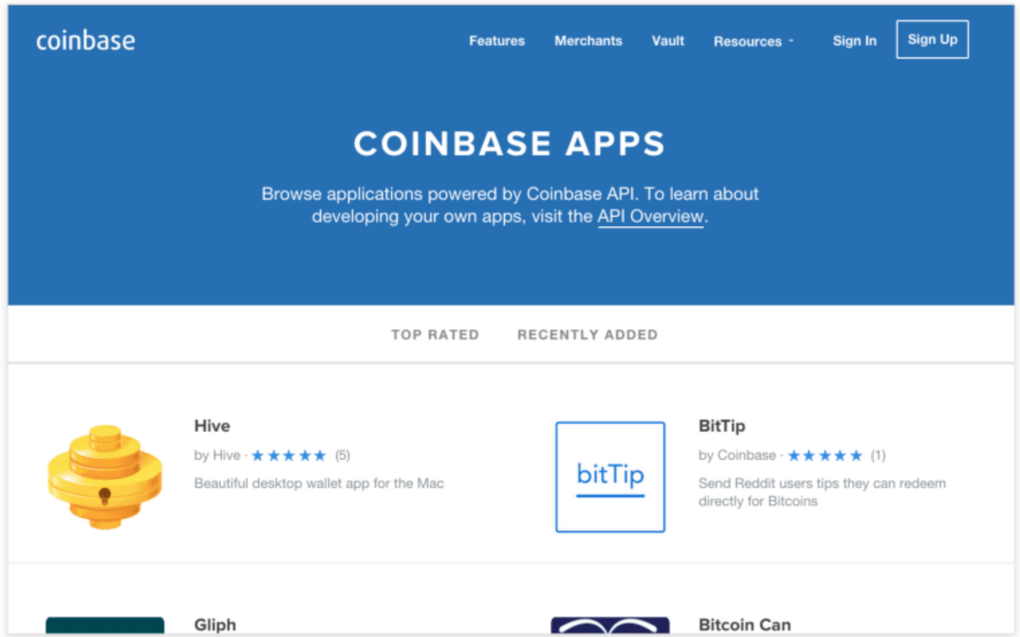
Unfair advantages in developer platform

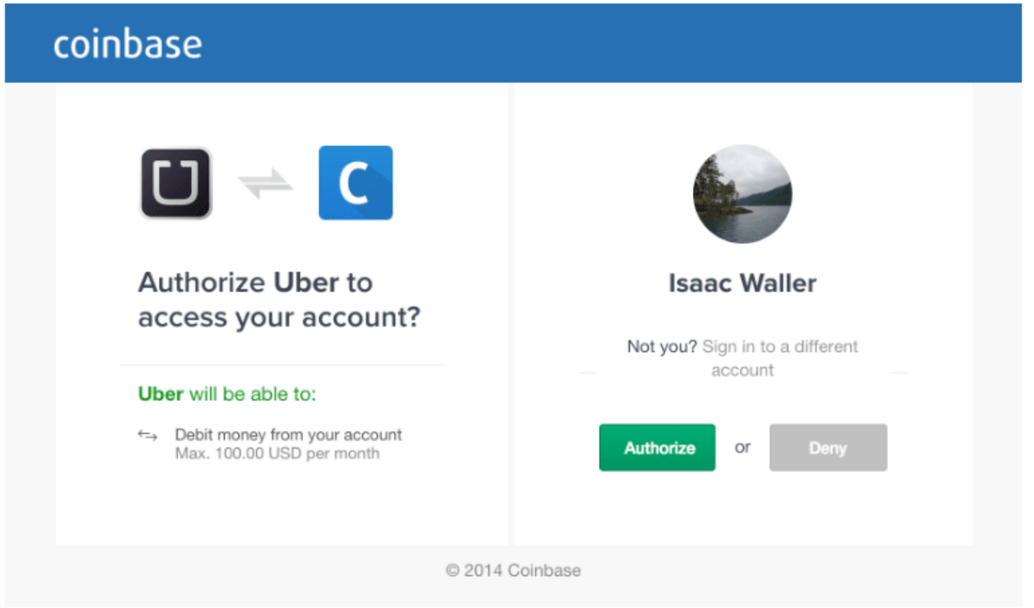
Developers get all expansion of Coinbase

- Largest network of banking relationships in the world – and growing
- New features our developers have built (ex: multisig API)

Unparalleled distribution

- 1.7 million consumers to OAuth to new apps
- App Store distribution channel





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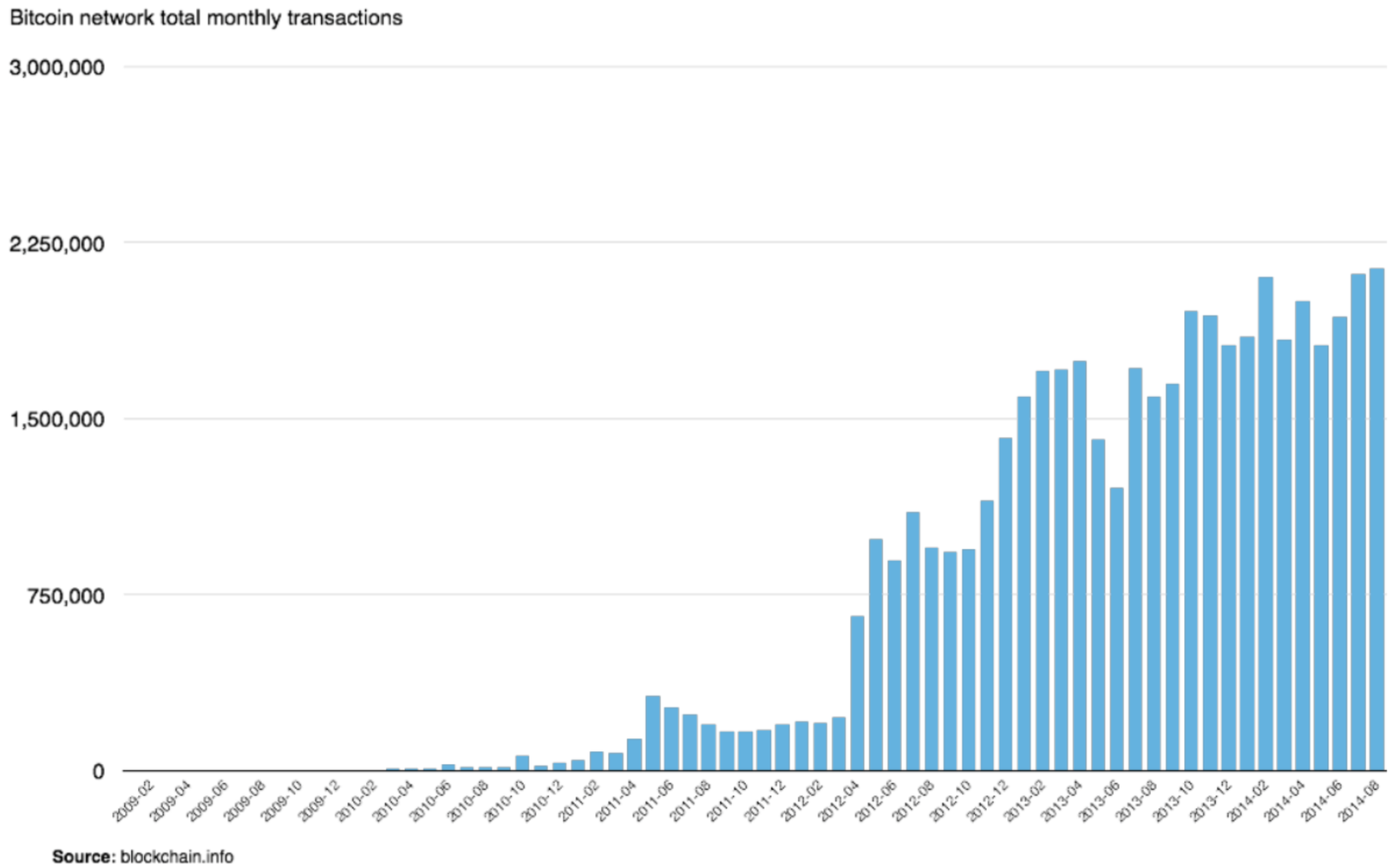
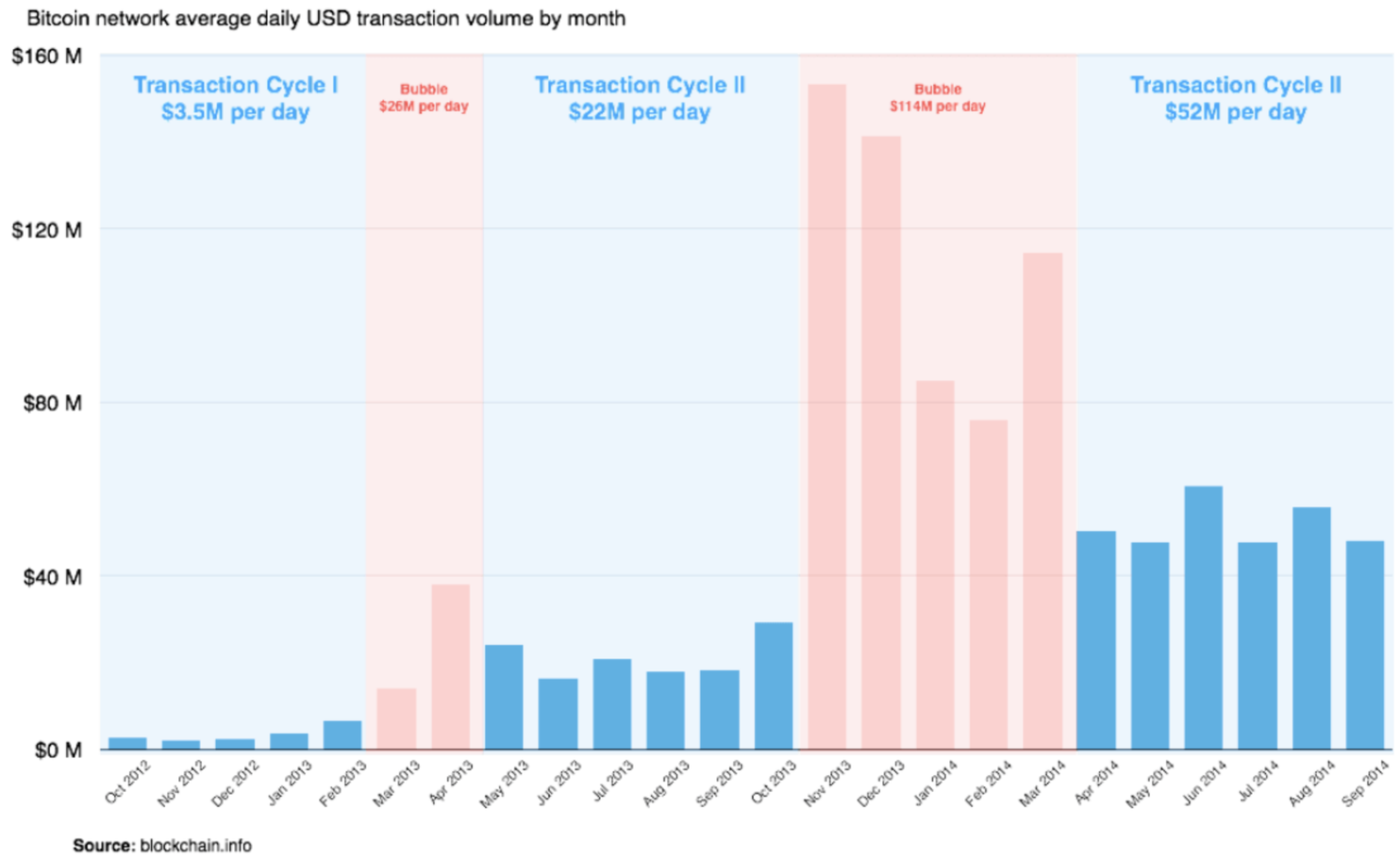
The number of blockchain transactions per month has consistently grown



Source: blockchain.info

coinbase

Average daily USD transaction volume on the Bitcoin network has settled significantly higher after each bubble period



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coinbase

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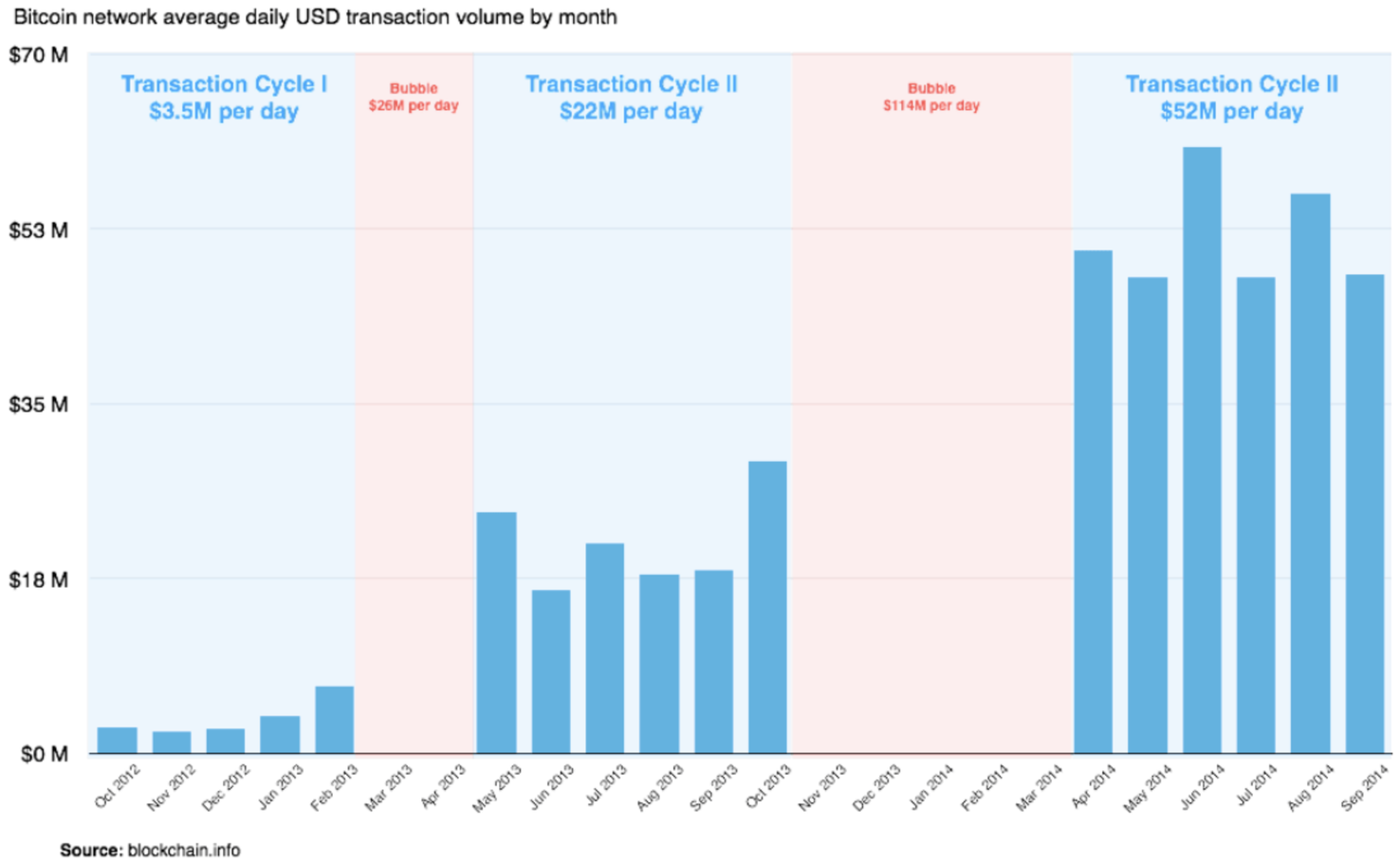

Source: blockchain.info

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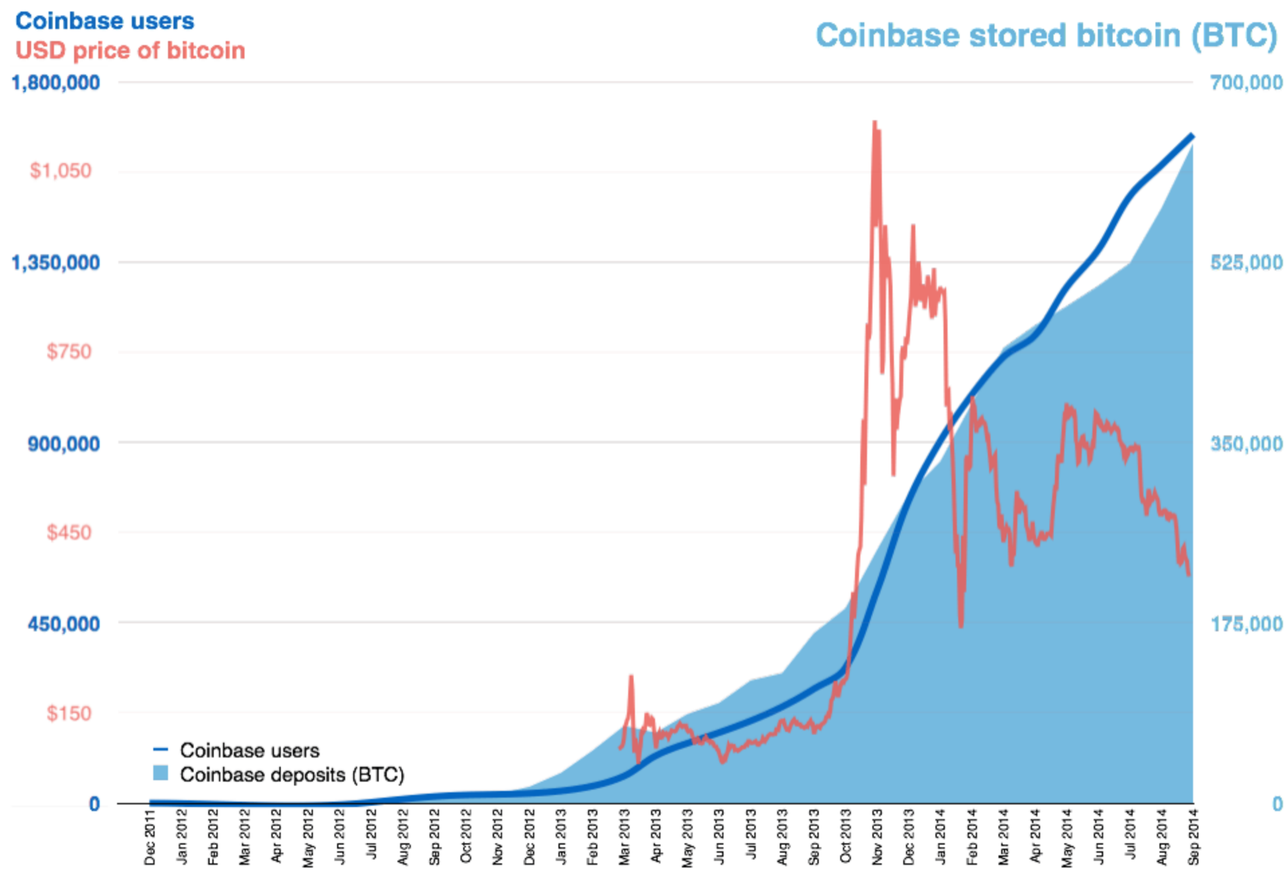
Coinbase users and stored bitcoin have continued to grow—independent of bitcoin price changes



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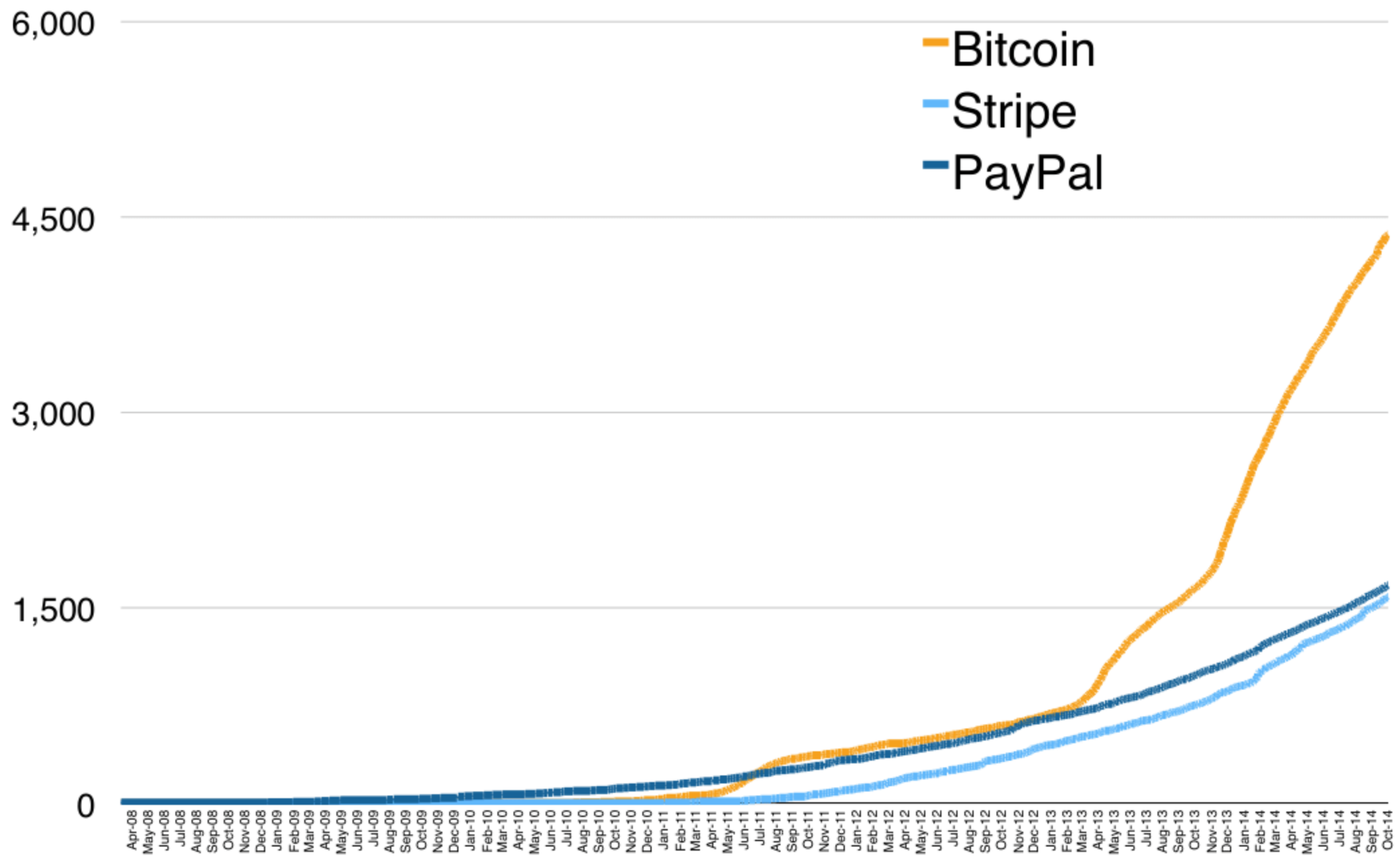
Developer interest – Github Repositories



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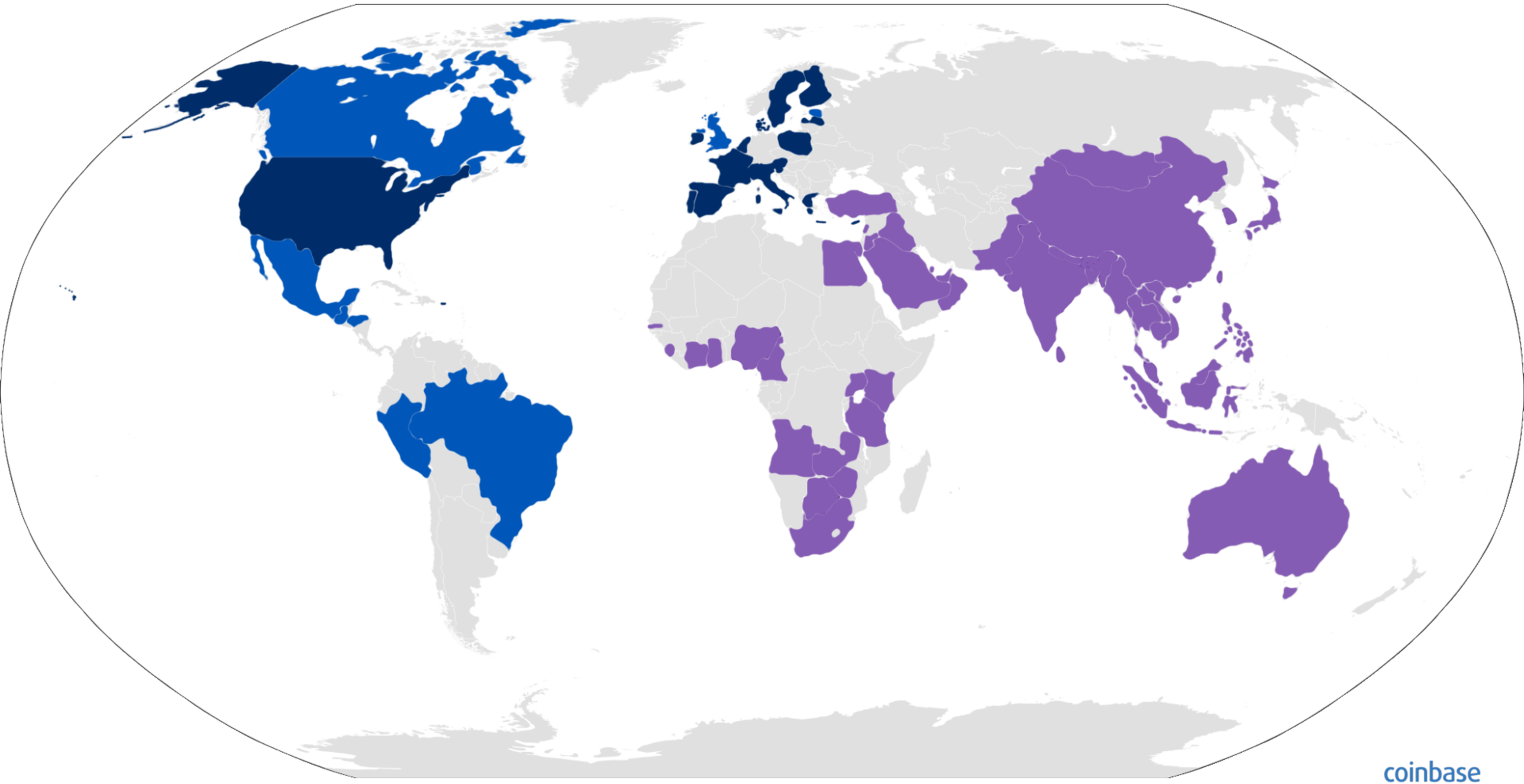
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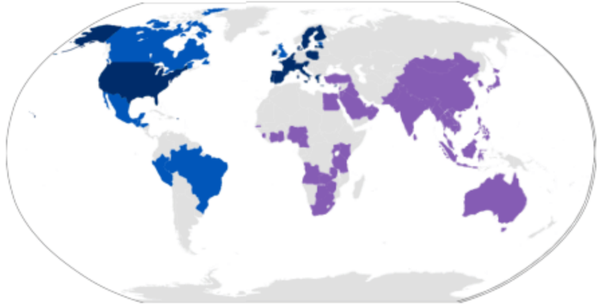
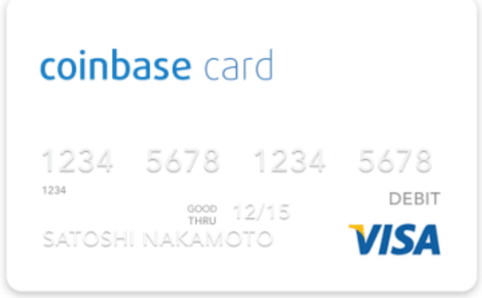
What's next

Expansion



Debit card



Partnerships

Bitcoin 2.0

Carlos

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