



*express*coin

# VISION

**The Fastest, Easiest, and Safest  
way to buy bitcoin.**

We are the on-ramp and account manager for all your  
bitcoin related activities.

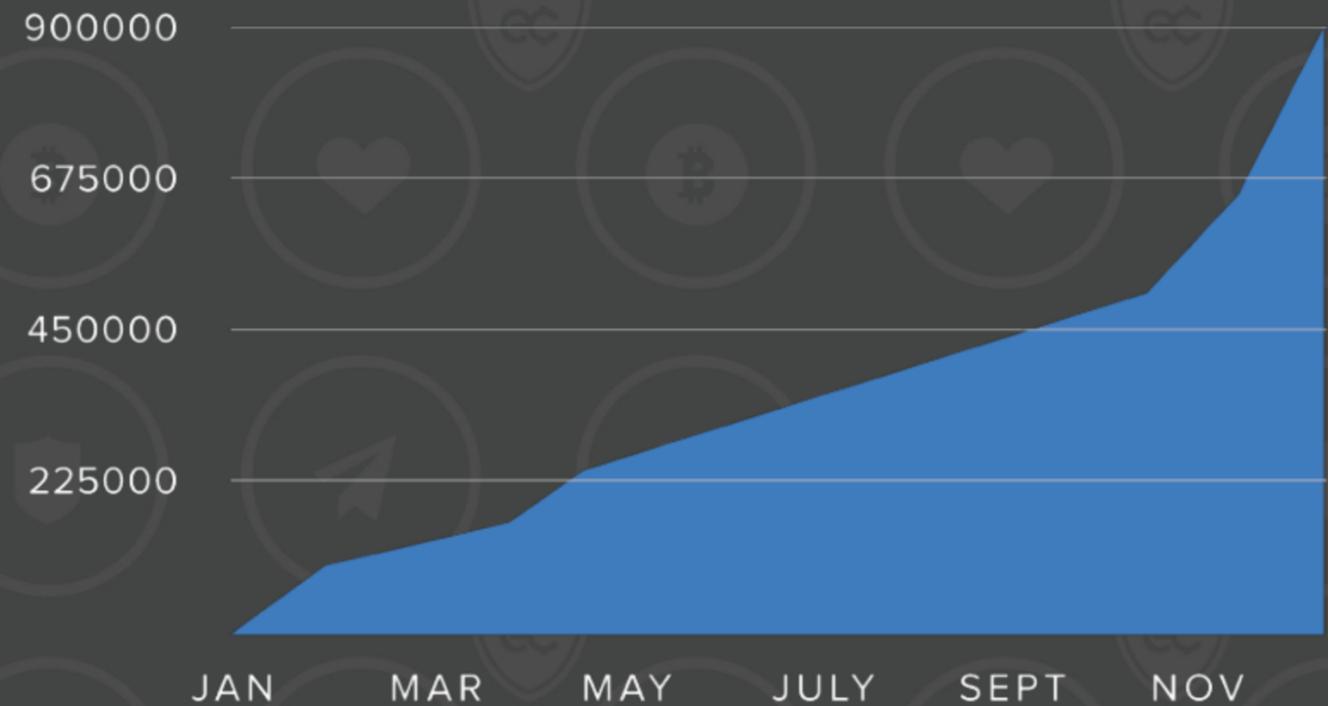


# MASSIVE MARKET SIZE

Bitcoin has rapidly become world's most important digital currency.

- Transaction volume exceeds Western Union.
- People are hearing about Bitcoin in mainstream media.
- Bitcoin is going global.
- Bitcoin value went up 10,000% in 2013.

Bitcoin Wallet Growth 2013\*



\*Blockchain.info Wallets

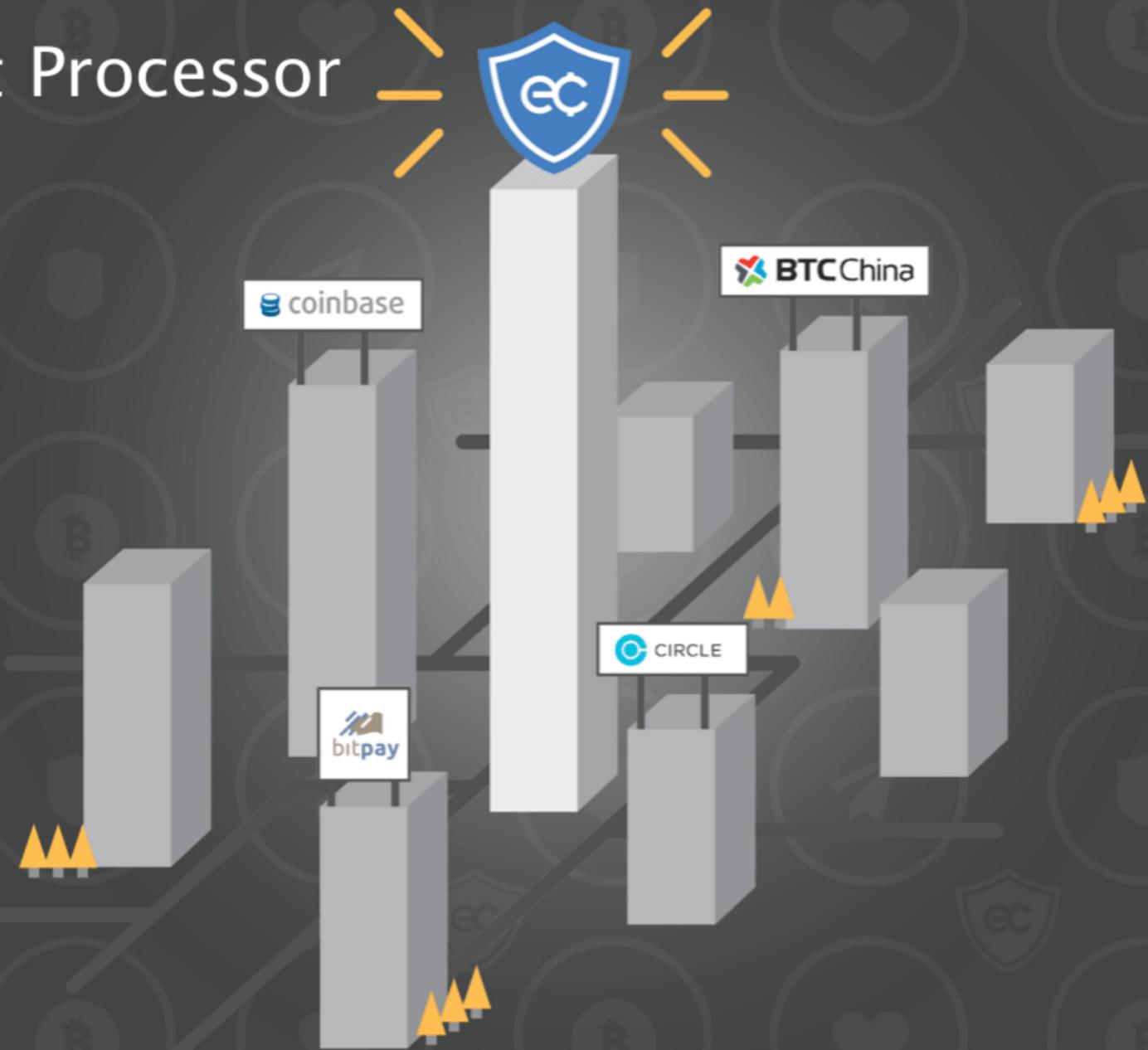
# BITCOIN ECOSYSTEM RAPIDLY GROWING

Coinbase Bitcoin Wallet and Merchant Processor  
Raised \$25M December 2013

BTCChina Bitcoin Exchange  
Raised \$7M December 2013

Circle Consumer Bitcoin  
Raised \$9M November 2013

BitPay Merchant Processing  
Raised \$2.5M May 2013



## 2ND LARGEST USA RETAILER

Coinbase Unknown Daily Sales, \$1M Daily in Peak Sales\*

**expresscoin** \$35K Daily Sales, \$200K Daily in Peak Sales

champcoin \$18K Daily Sales, \$24K Daily in Peak Sales\*

coinrunr \$10,000 Daily Sales, \$20K Daily in Peak Sales\*

\* Based on Industry Disclosures and Estimates

## TIME IS NOW

There will be a tremendous growth in bitcoin usage and infrastructure investment in 2014

- From a little over 1 million bitcoin users today to 100 million in next 3 years.
- Companies developing brand recognition now will enjoy superior user acquisition economics in the future.
- Current user acquisition costs are close to zero. In 18 months, acquisition costs will be closer to other financial products at  $> \$100$ .



# BUYING BITCOIN IS DIFFICULT

- Most Bitcoin sites are too technical or not focused on the average new user.
- Verification process is time consuming and takes multiple days to confirm. Average wait time 7-10 days.
- Person to person exchanges have real and perceived safety or risk issues for average consumer.
- Most Bitcoin users today are tech savvy and early adopters.



# EXPRESSCOIN IS EASY, SAFE, FAST

- Easy to use, simple 1-step signup and buy process.
- Simple wallet to buy and transfer bitcoin.
- Hyper focused on bitcoin consumer buying experience.

"I've tried various methods of buying bitcoins, and expresscoin is hands-down the easiest and fastest...you have the single best way to buy bitcoins today." – Customer Email

# EASIEST USER EXPERIENCE

The hardest part about becoming a bitcoin user is finding a way to actually pay for the bitcoin first. Most sites do not accept payment from banks, credit cards or ACH.

- Currently allow pay by wire, money order, personal checks.
- Will enable pay by credit card, pre-paid card, peer-to-peer payment.
- Extremely easy user account management.
- Integrated into merchants partner sites.



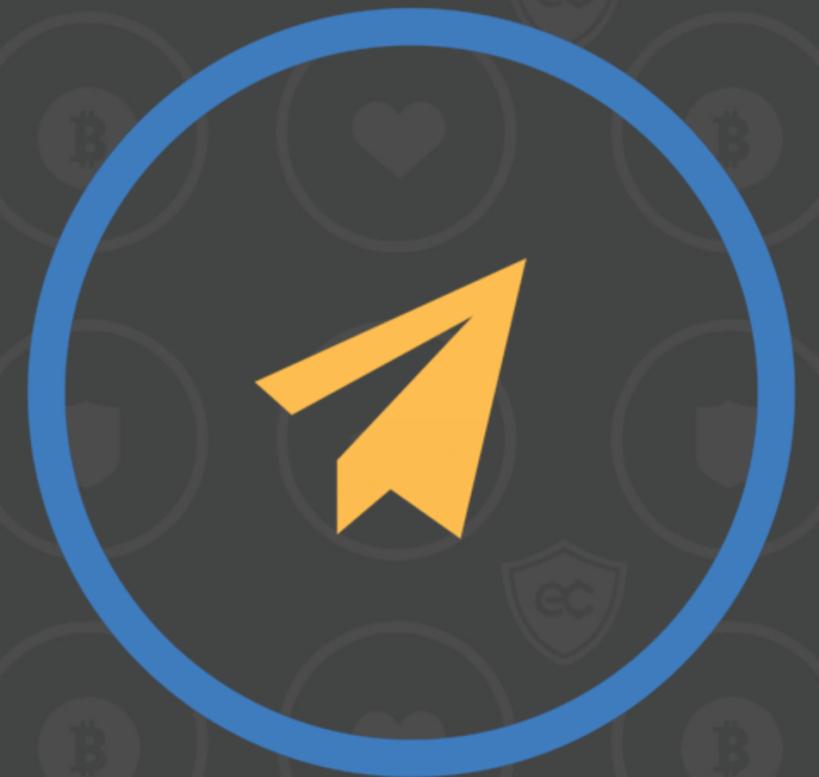
# SAFETY FIRST

- Partner with industry leading account management platform.
- Provide Bitcoin insurance to reduce volatility (for a price!)
- Price guarantee at time of deposit.
- Provide two-factor authentication.



# FASTEST WAY TO BUY BITCOIN

- Same-day delivery payment options.
- Minimal process requirements for purchases up to \$2500.
- Responsive customer support requests.
- Live Chat for transaction support.



# INSTANT ACCESS TO GLOBAL MARKETS

- Peer-to-peer process allows us to move into global markets instantly and with no friction.
- Allow users to set their own native payment terms that are intrinsic to their region.
- Establish localized payment processes for each region while P2P defines opportunities.

# CUSTOMER ACQUISITION EXPERTS FOR DIGITAL

expresscoin is the first mover to reach customers in all points of distribution.

We have proven experience:

- Processed billions of dollars in digital currency.
- Utilized all major channels for user acquisition.
- Started ad agencies and digital marketing firms.
- Worked with hundreds of publishers.
- Built platforms for advertising optimization.
- Incentivized customer referral program to drive word-of-mouth.

# 100X GROWTH IN 6 MONTHS



**100X** Organic Growth (\$15K in April, \$1.7M in December)

Average Order Size \$537

# EXPANDING GLOBALLY IN 2014

Canada  
Brazil  
Mexico  
Chile  
Columbia  
Uruguay  
Peru

Q1/Q2 2014

U.K.  
France  
Germany  
Italy  
Sweden  
Finland  
Luxembourg  
Spain  
Portugal

Q2/Q3 2014

China  
Hong Kong  
South Korea  
Taiwan  
Singapore  
Japan

Q3/Q4 2014

# ALL STAR VIRTUAL CURRENCY TEAM



**Brock Pierce**

Co-Founder, Chairman



**William Wheeler**

Co-Founder, Chief Executive



**Joseph Hsieh**

Co-Founder and Marketing



**William B. Heaton**

Finance and Capital Markets

# SUMMARY



Best Team



Fastest Growing Industry



Focused Product