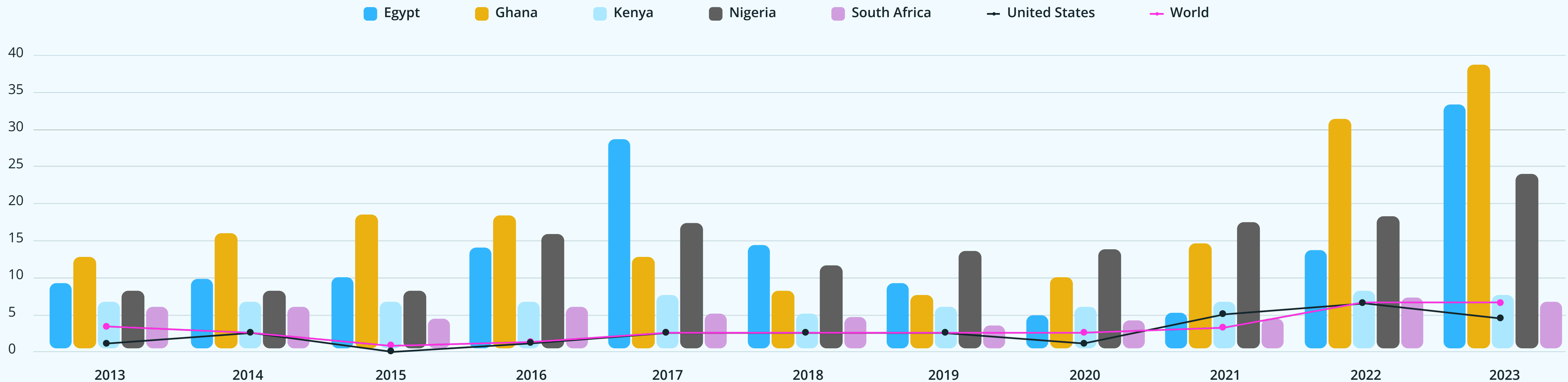


Leading the global digital asset revolution

Regulators across Africa are about to embrace soaring consumer demand for digital assets

- 01 Stubborn inflation and currency fluctuations are eroding the savings and buying power of African consumers.
- 02 Young, digital-savvy, mobile-first consumers want access to currencies and products they can't get through traditional, local banks.
- 03 Regulators are about to open licensing in several key African markets.

Inflation Rate (%) By Country Vs. Us & World Average



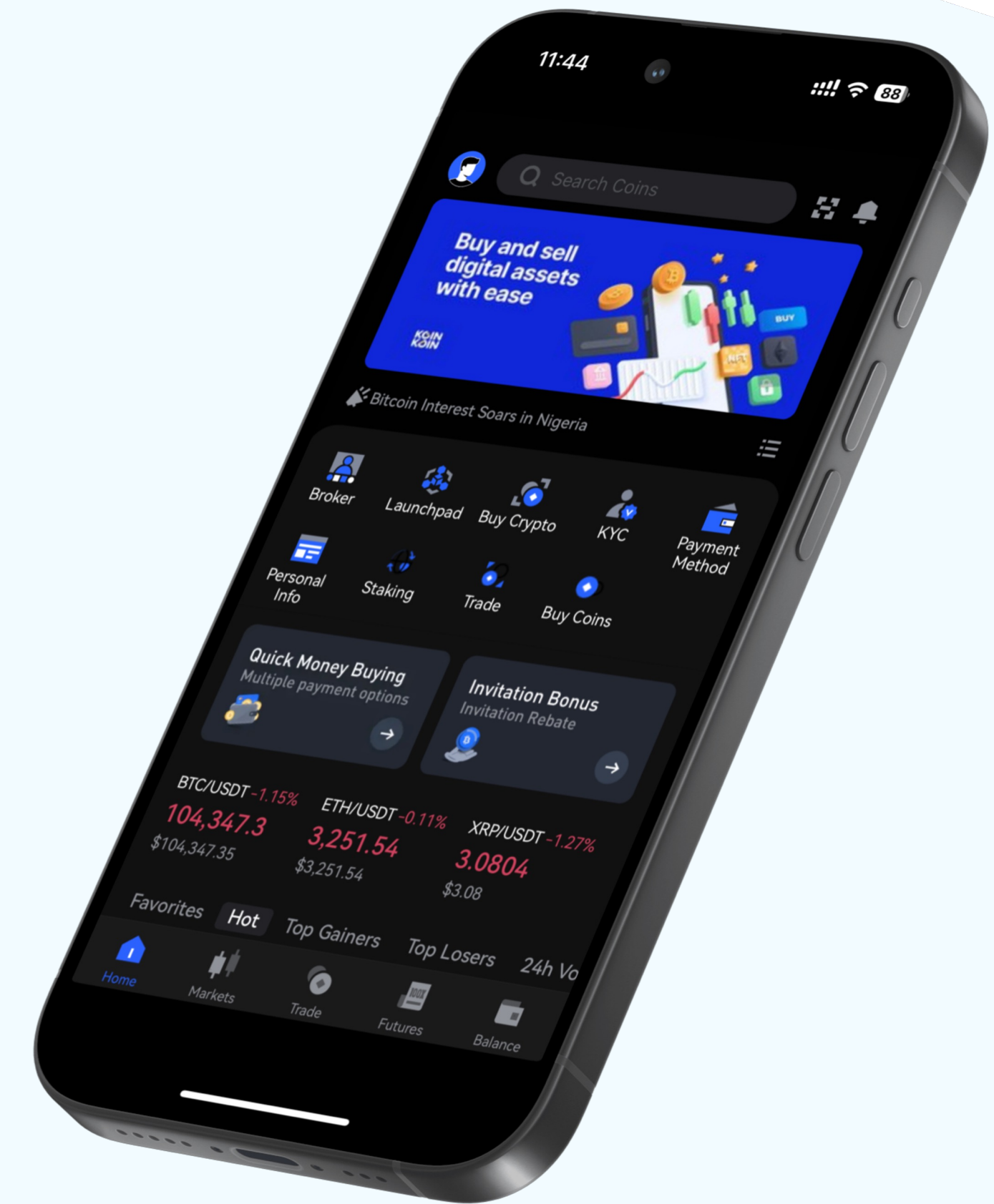
KoinKoin is a leading digital asset exchange built to bring world-class payments and regulatory compliance excellent to consumers in African markets

01

We built and operate the leading B2C digital asset exchange & digital payments platform, empowering consumers to use digital assets to protect their savings, manage risk, and execute mobile payments with ease.

02

We have worked with national regulators for many years, ensuring we become the first fully-regulated, 'built-for-Africa' exchange, capable of rapidly scaling.



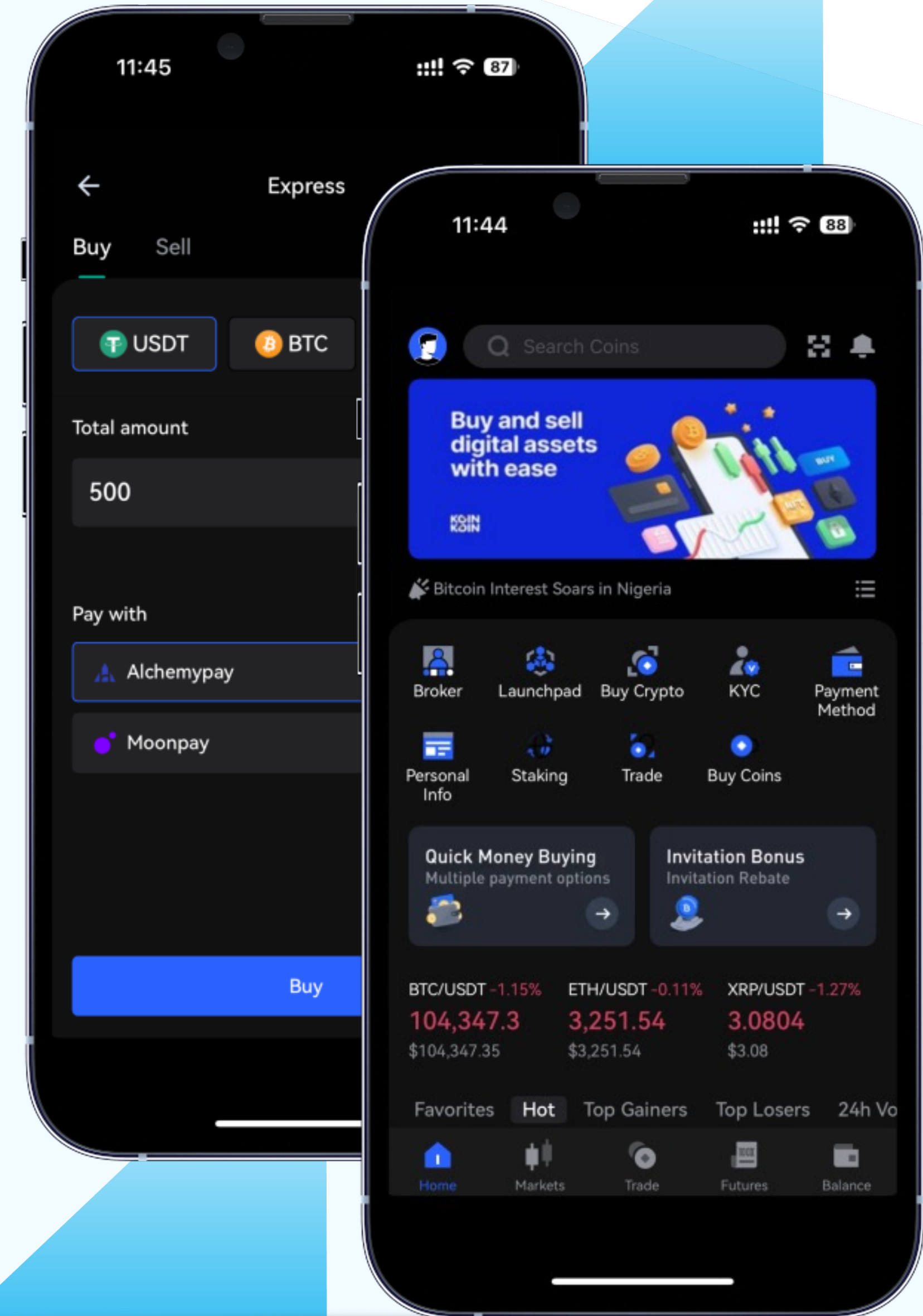
KoinKoin's B2C exchange and payments platform has been BETA tested with 8,000+ users and is ready to scale.

KoinKoin makes buying and selling digital assets easy

KoinKoin's B2C platform was designed and built as a fusion of global compliance excellence, technical market leaderships and local market authority. We serve Africa's most trusted, premium customers.

Our iOS and Android apps offer:

- ✓ **Payments**
Make frictionless payments using digital assets like USDT, and access global currencies and digital assets like XRP, BTC and BNB.
- ✓ **Exchange**
Buy, sell and convert local currencies via stable coins (USDT), transparently and cost effectively.
- ✓ **Remittances**
Send and receive money cost effectively using stable coins and converting to and from local currencies like Naira.
- ✓ **Trust**
Leverage marketing-leading KYC protocols to verify identity via government ID and facial ID, fostering trust.



We are experienced operators in the region, with \$81 million in revenue last year

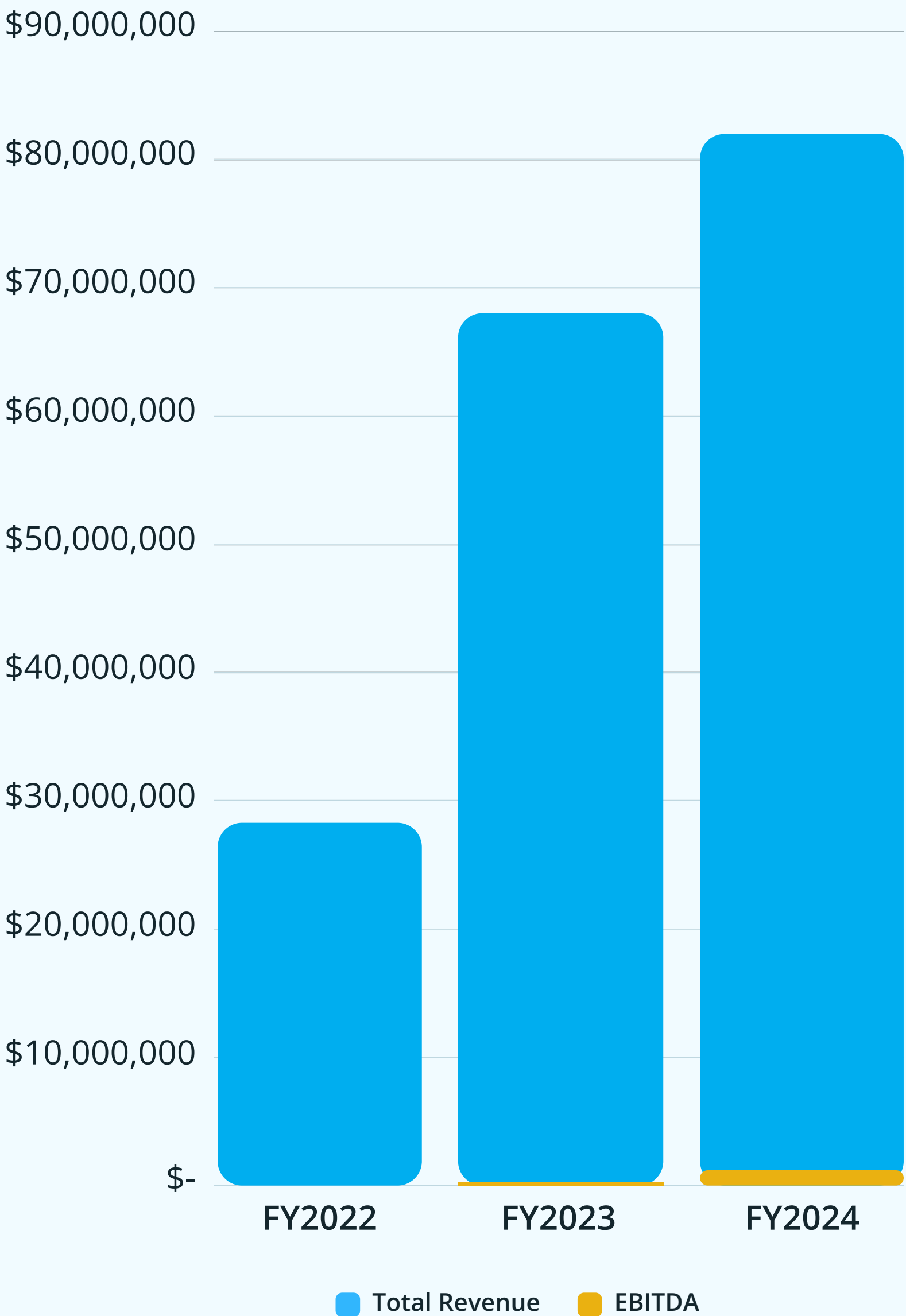
KoinKoin initially launched as a B2B platform for OTC block trades. We onboarded dozens of clients and delivered \$81 million in gross revenue last year.

● In the last 3 years we have grown

- Revenue 193%
- Gross margins 6.75x to 2.7%
- EBITDA to \$1.3 million

Revenue has primarily come from our B2B business, but there is a compelling market opportunity to diversify into B2C

	FY2022 Actual \$ USD	FY2023 Actual \$ USD	FY2024 Actual \$ USD
Revenue (Net of VAT)	27,508,884	66,355,447	80,666,376
Cost of Sales	27,401,381	65,586,748	78,509,106
Gross Profit	107,503	768,699	2,157,270
Administrative Costs	80,554	448,675	1,380,012
EBITDA	27,055	318,403	1,367,212
Gross Margin	0.4%	1.2%	2.7%



Millions of Africans already use digital assets¹

Many African markets, like Nigeria, have high participation rates in the \$3.4 trillion global digital assets market² KoinKoin is uniquely positioned to capture market share over the next 3-5 years, thanks to:

Demand for stable assets outstrips supply

- Banks and forex providers struggle to meet currency demands, frequently facing USD shortages or foreign exchange controls.⁴

Regulatory Influence

- KoinKoin is helping regulators shape the future framework for digital assets in Nigeria, benefiting our users and investors.

Competitive changes in Africa

- Nigeria's SEC regulator ordered Binance to cease operations in Nigeria in June 2023 – affecting an estimated 4 million existing user accounts.³ Other regulators are about to embrace digital assets.

KoinKoin is trusted, tested and ready to capture share

- We have an existing, proven and profitable platform that can capture these unique opportunities – but need additional investment to unlock these opportunities.









SEC NIGERIA
SECURITIES AND EXCHANGE COMMISSION, NIGERIA

Being a crypto and fintech enthusiast, I can tell you this is going to happen sooner than expected. We must support the youth of this country in harnessing the benefits that fintech offers. The market is vast and continues to grow

SEC Nigeria Director General Emomotimi Agama in August 2024

Growing market penetration will create demand from 22 million to 95 million new users
















Only 26 million people, or about 5.3% of the nearly 484 million people in our initial target markets have digital asset wallets. Growing market penetration to 10% (in line with Canada) would create demand from an additional 22.4 million users. Achieving penetration levels like the UAE would create demand from 95 million new, additional users.

Addressable Market			 Potential Additional Users as Market Penetration Increases		
Market	Population ¹	Estimated Current Users ²	Scenario 1: Low (Canada Average) ³ 10% Market Penetration	Scenario 2: Medium (USA Average) 15% Market Penetration	Scenario 3: High (UAE Average) 25% Market Penetration
 Ghana	34 million	0.75 million (2.2%)	+ 2.8 million	+ 4.5 million	+ 8 million
 Nigeria	223 million	13.2 million (5.9%)	+ 9.1 million	+ 20 million	+ 42.5 million
 South Africa	60 million	6.0 million (10%)	-	+ 3.0 million	+ 9.0 million
 Egypt	112 million	3.4 million (3.4%)	+ 7.8 million	+ 13.4 million	+ 24.6 million
 Kenya	55 million	2.7 million (5.0%)	+ 2.8 million	+ 5.5 million	+ 11.1 million
Total	484 million	26 million (5.3%)	+ 22.4 million	+ 46.6 million	+ 95 million

Sources 1.World Bank. 2.Triple-A. 3: Figures in each scenario are calculated using the total population of each country, then calculating the market penetration (i.e. 34 million people x 10% = 3.4 million people, then subtracting existing users, so 3.4 million minus 0.75 million = 2.65 million new users.

We are first in line for full regulatory approval in 5 key markets

We have been working with regulators across Africa to build support for a 'built for Africa' platform.

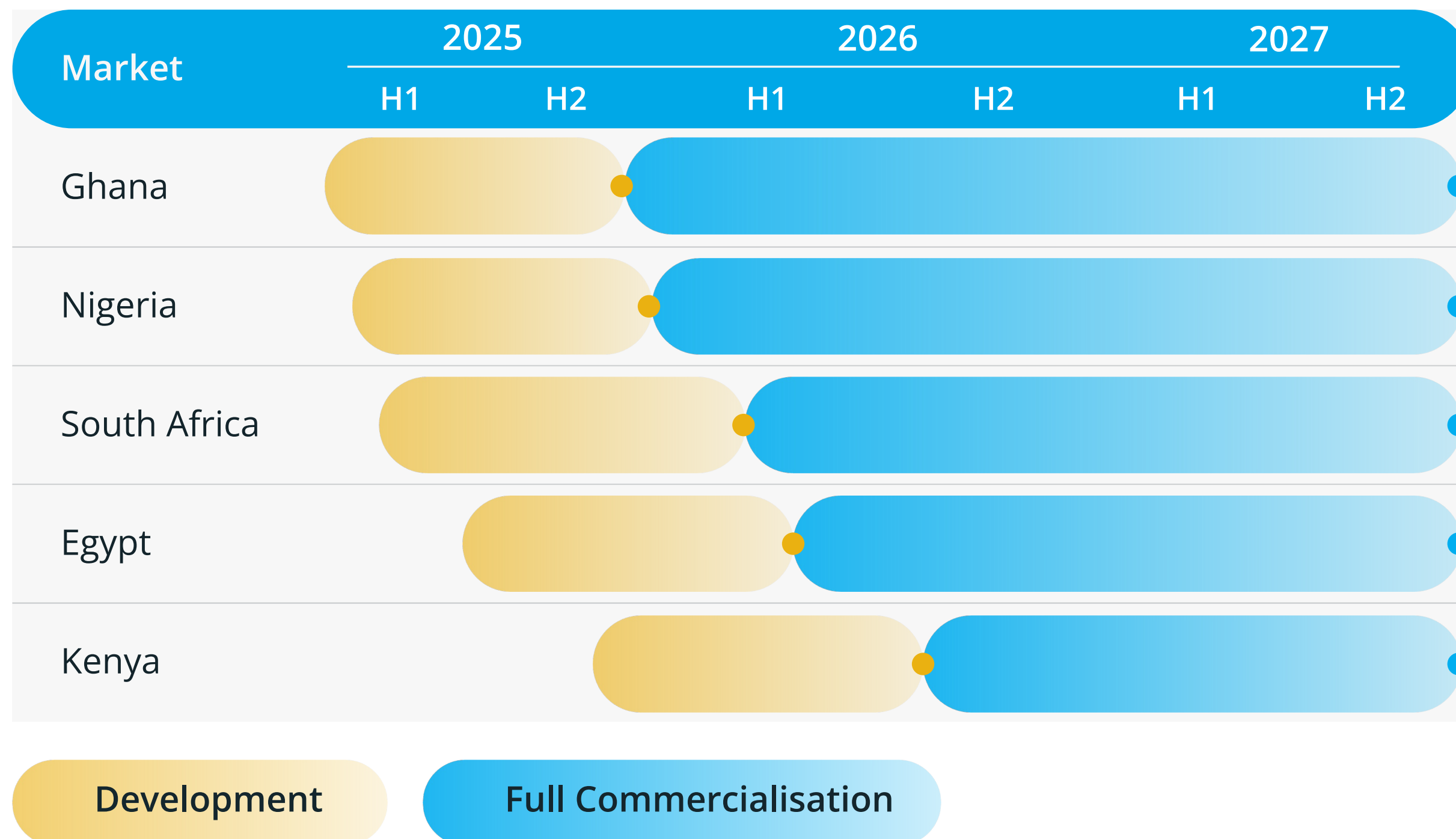
Market	Regulator	Status	Target Approval Date
 Ghana	 BANK OF GHANA		February 2025
 Nigeria	 SEC NIGERIA <small>SECURITIES AND EXCHANGE COMMISSION, NIGERIA</small>		March 2025
 South Africa	 FSCA		April 2025
 Egypt	 Financial Regulatory Authority (FRA)		June 2025
 Kenya	 CAPITAL MARKETS AUTHORITY <small>Promoting the Integrity and Growth of the Capital Markets</small>		July 2025

Once we have approval in each market, we have a plan to rapidly grow market share and build infrastructure. We will also need to meet significant regulatory and compliance costs.

Targeting 4 million users by 2027

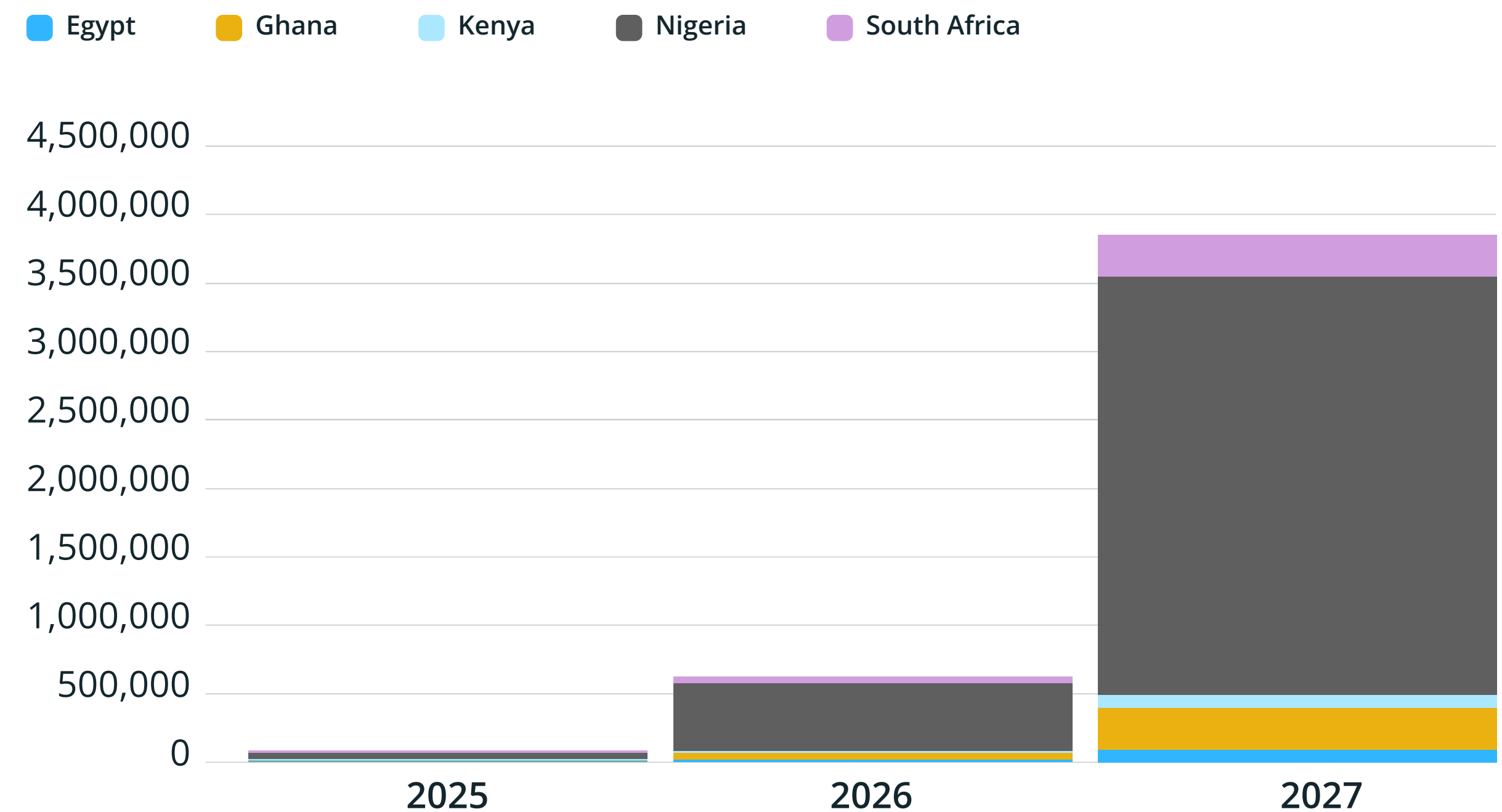
Launching in 5 key markets over 2025:

Once authorised by regulators in each country, we'll make major investments in staff, infrastructure & marketing to grow and capture market share quickly, maximising an exit valuation.



Growing our use base to 4 million by 2027:

We are targeting 4 million users across our 5 key markets by 2027, enabling a profitable exit at scale.



We have an aggressive customer acquisition strategy ready to launch

Customer Acquisition

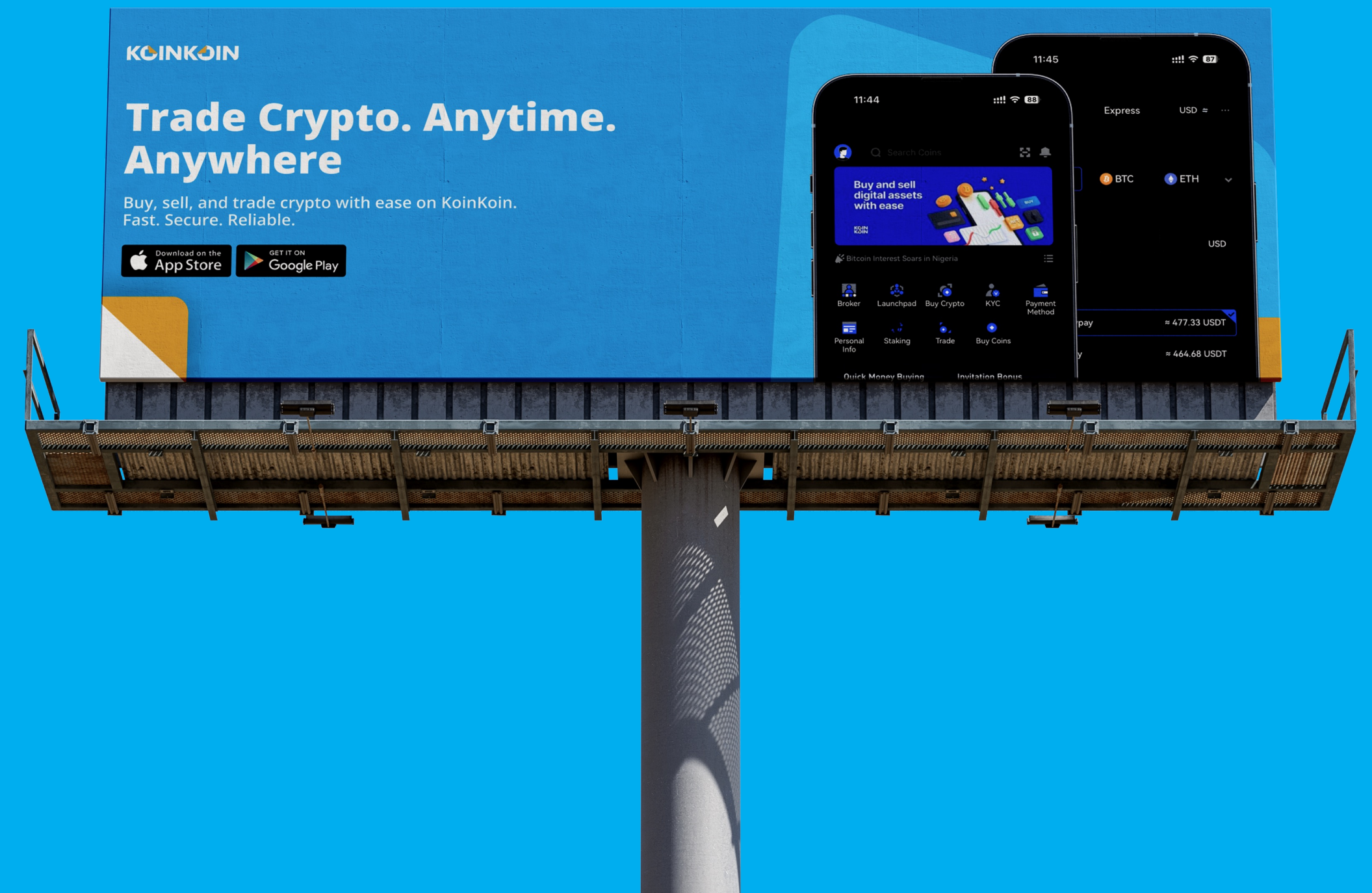
We're focused on capturing market share & educating users in cities across our target markets using a mix of mass marketing and local ambassadors.

Marketing campaigns

01 Will cost effectively utilise out of home advertising, radio, TV and digital to drive user acquisition.

Ambassadors

02 in each city onboard 30-100 active users per month, paid per active user within our target CAC.



\$412 target ARPU

We have highly compelling propositions for the unique demands of users in African markets and can deliver excellent unit economics

Targets: Average \$7,500 Annual Transaction Volume per User

Average Deposit Fee	1.0%
Average Exchange Fee (i.e. ₦ to USDT)	1.0%
Average Future Trading Commission	3.5%
ARPU (Annually)	\$412
Gross Profit per User (Annually)	\$114
CAC	\$7.50
CAC : LTV Ratio (3-Years)	15x

Investment will enable us to deliver \$1.2 billion in revenue by 2027

Financial Forecasts	2025 \$ USD	2026 \$ USD	2027 \$ USD
Revenue			
B2C Retail App	8,576,206	124,648,328	872,327,398
B2B OTC	120,000,000	200,000,000	400,000,000
Total Revenue	128,576,206	324,648,328	1,272,327,398
Gross Profit	7,987,716	101,665,991	718,129,964
Administrative Costs	7,880,851	16,288,675	79,370,190
EBITDA	106,866	85,377,315	638,759,774
B2C Retail App: Active User Forecast	62,243	676,883	4,177,704

Major global exchanges do not have access to our markets – an opportunity capture market share

- Globally, we compete with hundreds of exchanges, but regulators are only just opening our target markets
- Major global exchanges like Binance have exited key markets because of regulatory non-compliance (Binance left behind 4 million users in Nigeria alone).
- Many players do not have the same rigorous approach to trust and regulatory compliance as KoinKoin.

Competitor	B2C Retail Platform	Exchange	Payments	Trust/ Security/ Compliance	NGN/ USDT pairs	Usability/ UX of B2C App
Nigeria Focused Exchange						
KOINKOIN	✓	✓	✓	Very High	✓	★ ★ ★ ★ ★
Luno	✓	✓	✗	Medium	✗ USD Coin	★ ★ ★ ★
Yellowcard	✓	✓	✓	Medium	✓	★ ★
Quidax	✓	✓	✓	Medium	✓	★ ★ ★ ★
Biggest global exchanges						
Binance (not available in Nigeria)	✗	✗	✗	✗	✗	NA
Coinbase (not available in Nigeria)	✓	✓	✓	Very High	✗ No NGN	★ ★ ★ ★ ★

A project led by FinTech, banking and digital asset experts



Ola Atose

Founder & CEO

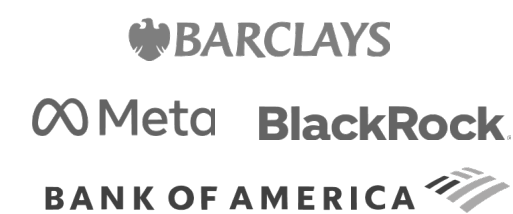
Investment Banking,
E-Trading, Digital Asset
Expert



Mimi Kufuor

COO

Risk Advisory Expert
Payments, Tech And
Banking



Paul Gbenga Olukoya

COO

Risk, Regulatory And
Compliance Project
Manager



Raising \$50 million to become the leading exchange in pan-Africa

KoinKoin has grown organically (and profitably) to \$81 million in revenue without outside investment.
We see an unmet market need for a regulated player with world-class technology in African (and global markets). Capturing this opportunity means moving fast. Funding will be deployed in tranches:

	Tranche 1	→	Tranche 2	→	Tranche 3	→	Tranche 4	→	Tranche 5	→	Tranche 6
Expected Amount	\$2.5 million		\$5 million		\$1 million		\$1.5 million		\$10 million		\$30 million
Target Date	Feb 2025		March/April 2025		June/July 2025		September 2025		December 2025		March 2026
Key Deliverable (with funding)	Capital to complete & maintain regulatory approval in Ghana, Nigeria and South Africa. Capital investment in headcount & infrastructure.		Open / scale operations in Ghana + South Africa and Nigeria, with key hires. Acquire an additional 2,500 users by testing / scaling our marketing plan.		Complete regulatory approval in Egypt and Kenya.		Start operations in Egypt and Kenya. Scale customer acquisition marketing toward 60,000 active users.		Scale customer acquisition marketing to deliver 700,000 new users. Grow our customer success and in-market teams.		Enable full-scale marketing campaigns toward 4 million users by the end of 2027.

We expect an exit via acquisition from 2027

Acquisition:

We expect to be acquired by a major global exchange player (i.e. Binance or who wants a regulated platform with a user base in our markets (they are currently barred from operating their existing platforms in several Of our key markets).

● Other potential acquirer could include:

- A traditional FX player shifting their model toward digital assets.
- An existing Nigerian or African bank or financial services company.
- A global exchange seeking to enter the Nigerian market.
- A PE fund seeking exposure to the Africa market.



Ola Atose
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