

The logo consists of a large, white, stylized 'K' followed by two '3's. The 'K' is composed of a vertical bar and a diagonal bar that meets a horizontal bar. The '3's are also stylized, with a horizontal top bar and a curved bottom. The entire logo is set against a dark background with a faint, geometric pattern of lines and dots.

# K33

The Preferred Wealth Management  
Platform for Digital Assets

[K33.com](https://K33.com)

## Executive Summary

# Creating the Premier Wealth Management Platform for Digital Assets

### A \$100 billion market opportunity

Digital assets are a distinct asset class. Clients want it, banks and wealth managers can't advise on it, without a partner.

### Developing a wealth management platform for digital assets

We are a research led digital assets brokerage serving HNWIs and FOs directly. We are now developing the tools needed for wealth managers and private banks, to do the same in the future, leveraging our platform.

### Our industry leading research gives us a unique advantage

K33 is one of the leading research houses on digital assets, with weekly coverage in tier 1 financial newspapers and distribution through Bloomberg and Refinitiv. The brand recognition and trust allows us to secure B2B relationships with financial institutions and ensures an economic base of high margin recurring revenue.

K33



## Problem

# Financial Institutions Struggle to Fulfill Digital Asset Demands

HNW and family offices struggle to get exposure to digital assets. Private banks and Wealth Managers can't help, or advice them. Incumbent solutions target retail customers or traders.

K33 believe in a future where every financial institution has a digital assets offering.

Established players can't develop this offering inhouse.

- Lack of industry expertise and insight
- Not able to manage regulatory risks

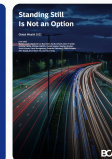
**BCG**

*Clients want it, but  
banks can't advice on it  
(digital assets)*

**BlackRock®**

*Our institutional clients are  
increasingly interested in gaining  
exposure to digital asset markets*

Several reports from leading research houses such [KPMG](#), [BCG](#) and [Fidelity](#) clearly identifies the demand for digital assets from HNW, FOs and other institutional clients



## Solution

# Introducing the Ultimate Platform for Digital Assets Wealth Management

We already provide research, brokerage, and investment services directly to HNWIs and family offices in EMEA, with a white glove, premium user experience.

Working directly with end clients we build up the required expertise and tech to develop and launch...

... a SaaS product for private banks and wealth managers, enabling them to offer digital assets products and services. They can leverage our expertise and technology, while outsourcing the digital asset compliance risk to us.





### From Fragmented Group to Unified Platform

Empowering Wealth and Asset Managers with Digital Asset Solutions

**kaupang**



**Group consisting of:**

- A crypto broker
- A research firm
- A crypto hedge fund

**K33**

**K33 - a unified platform for:**

- Brokerage services
- Research
- Asset management and structured products

**K33**



Enterprise

**K33 Enterprise - the backbone for wealth managers including:**

- Comprehensive product suite
- API integration for financial institutions
- Seamless white-label solutions



2021



2022/2023



2023/24 →

## Leveraging Industry-Leading Research and Multi-Exchange Brokerage



Make informed decisions backed by our industry leading research, either on our platform or through our distribution on Bloomberg and Refinitiv



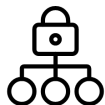
Enter the market guided by our multi-exchange brokerage service, ensuring deep liquidity and efficient execution

## Seamless Onboarding and Personalized Service



### **Seamless onboarding**

Fully digital onboarding of individuals and complex business entities



### **Advanced Access Control**

Delegate access and rights to accountants, auditors, and others



### **Private service with**

**1-on-1 real-time support,** market leading rates, same-day settlement and access to our research analysts

# The K33 Advantage – Current Product Summary

K33

## Product



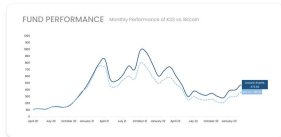
### Research:

- Weekly reports delivered to your inbox
- Monthly webinars
- In-depth reports on token fundamentals
- Book a call with our analysts



### Markets:

- Secure custody, best execution across multiple exchanges, with real time in-person service & support.
- Bespoke service via chat, call, or in-person



### Invest:

- K33 Asset fund which provide a solid exposure to the crypto sector
- Several new products in pipeline

## What does it do for you:

### Get real insight:

- Educate yourself and your organization
- Understand the digital assets industry, gain insight into the markets, and go deep on the protocols that matter.

### Trade with conviction

- Trade yourself by log-in or place order by chat and/or phone
- Get a set up with authorizations and access suited for the classic family office

### Take a more passive approach

- Let us do the the day to day management by selecting our fund or comming structured product as your digital asset investment strategy



Market

Addressing the \$1.5 trillion  
Wealth Management market

## Market

### K33 is targeting 63m HNWIs worldwide

Digital assets are a new and distinct asset class. We expect a 4% average allocation to the asset class, in line with commodities and other alternative assets. Management fees are substantially higher than the for traditional assets, as for other alternative assets.

Source/calculation: Global asset management AUM: 112tr\$ (BCG, 2022); Global asset management industry revenue: 1.5tr\$ (Allied Markets Research 2020, written up to 2022). Current market cap digital assets: 1.2tr\$, peak 3tr\$. We have assumed 4% allocation to digital assets over the coming years, and 66% higher margins than industry average. KPMG (2022) report indicates desired allocation closer to 8% for FOs and HNWI

# \$1.5tr

The global wealth management market (annual revenue)

# \$100bn

The global wealth management market, revenue potential for digital assets

# \$25bn

TAM: The European wealth management market, revenue potential for digital assets

K33 by the Numbers:  
Impressive Growth and Client Base

**35k**

Users

**\$100m**

Invested by clients

**100+**

HNW clients



## K33's Competitive Edge: Licenses, Partnerships, and Performance



- ✓ Fully licensed digital asset brokerage (AMLD5)
- ✓ Member of the European Blockchain and Virtual Currencies working group



- ✓ Multiple European bank partners
- ✓ Efficient pan European payment rails



- ✓ Optimized FX
- ✓ Multiple FX-brokerage accounts for best execution



- ✓ Multi-exchange set up for crypto
- ✓ Accounts and preferred terms with all major venues



- ✓ Our first hedge fund has been live 2 years
- ✓ Strong performance since inception



- ✓ First Index live
- ✓ TICKER: KVQ (K33 Viner Quality Index)

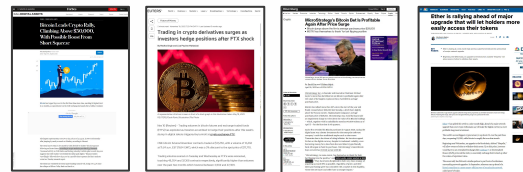
## Company

# Leveraging K33's Industry-Leading Research for Business Growth

**K33 Research is recognized as a leading research-houses in the digital asset space.**

- This gives us unique advantages: Instant brand recognition for the K33 platform, driving incoming traffic and SEO
- A door opener for B2B-partnerships. Wealth managers and banks can start by buying research only, allowing us to establish a relationship before sign off from compliance. Building a partnership for trading and investment services further down the line
- Research generates recurring revenue, running the research business on a subscription based model.

K33



*Weekly coverage in tier 1 financial media*

**Bloomberg**  **REFINITIV** 

*Distribution partnerships with main financial terminals*



*Market reports, fundamental analysis and webinars*



*Deep dive industry reports*

# Business Model and Unit Economics: Focused on Growth and Partnerships

Our current focus is to grow the number of active users, defined as users spending \$1000/year and up.

Equivalent to one of the below:

- 1 pro subscription to research
- \$50k AUM
- \$200k in traded volume

In the future, working with partners, we expect different profit split agreements, with around a 50-50 split.

**\$50-100**

p/m

## Subscriptions

Free-trial on platform for access to Research, Data and other premium features

**1-3%**

## Management fee

Annual management fee on AUM for managed portfolios and special custody arrangements

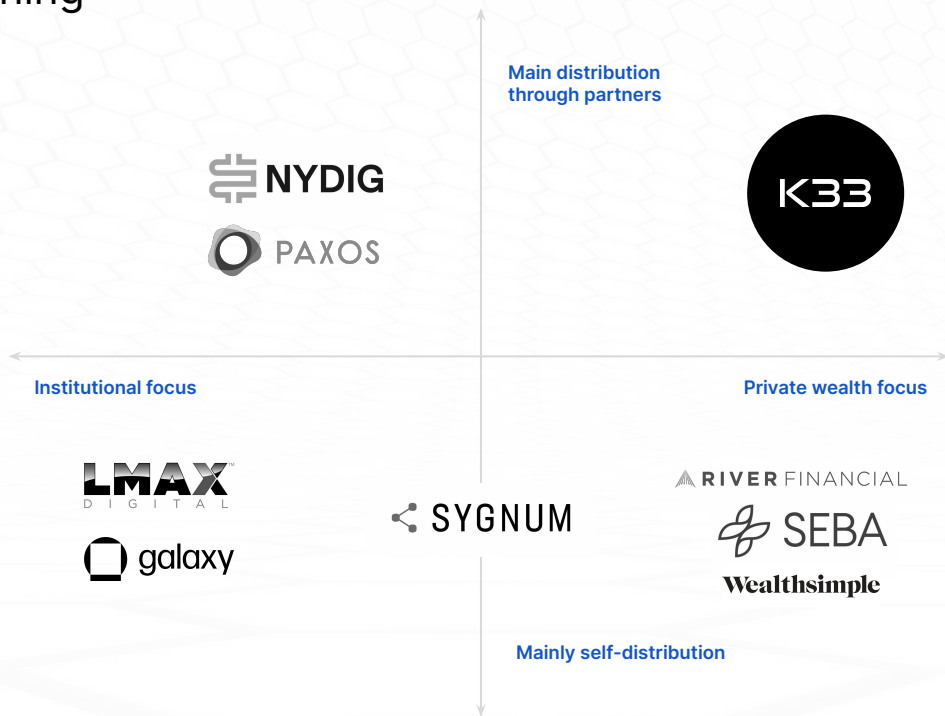
**0,2-1,5%**

## Trading fee

Spread on trade volume going through our platform

## Competitive Landscape

### K33's Unique Positioning



What's next

An illustration of three smartphones in a dark blue color. The top-left phone displays a line chart with a green upward-trending arrow and a circular icon with an envelope. The top-right phone displays a bar chart with three green bars of increasing height. The bottom phone displays a line chart with a green upward-trending arrow and a circular icon with a bell. The phones are arranged in a slightly overlapping, fanned-out manner.

## Launching the Markets application

Full support for API-integrations from clients  
and partners – **preparing for scale up**

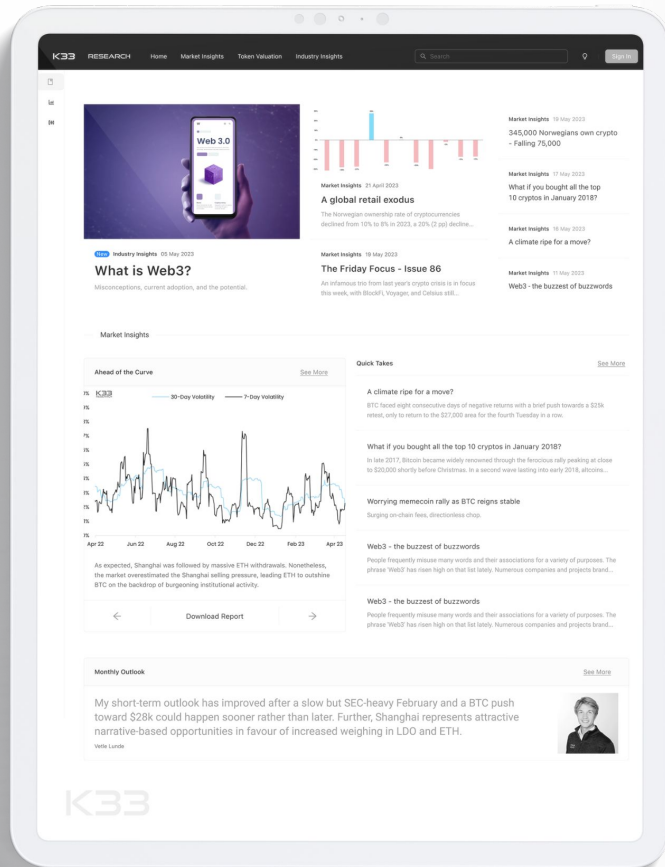
## Near-Term Outlook: MVP Progress and Upcoming Features

### Launched in Q1

- ✓ First version of the Research app
- ✓ First version of the Invest app
- ✓ Pro plan for Research (50 USD/month) and Stripe integration
- ✓ Log in with Google

### Coming in Q2 and Q3

- A fully functional Markets app (OTC)
  - Digital KYC and KYB onboarding
  - Fully automated trading interface with multiple trade executions
  - FIX and Websocket APIs for end clients
  - Multi level access management for clients
- Upgraded UX and Research v1.0
- Analytics set up and tracking
- Log in with Apple and Microsoft
- Intent based marketing, paid search and CA-optimization



# K33's Roadmap: Launch, Expansion, and Enterprise Success

2023

### Platform launch and distribution optimization

- Launch k33.com
- Launch Invest and Research app
- Secure initial distribution partnerships (API-integration to markets and partnerships for Invest and Research)
- Intent based marketing, paid search and CA-optimization

2024

### Pan-European expansion

- Scale geographically
- MiCA-license
- Launch iOS and Android app
- 100k active users (aapu \$1000) ⇒ revenue of \$100m

2025

### Enterprise solution (SaaS) launch

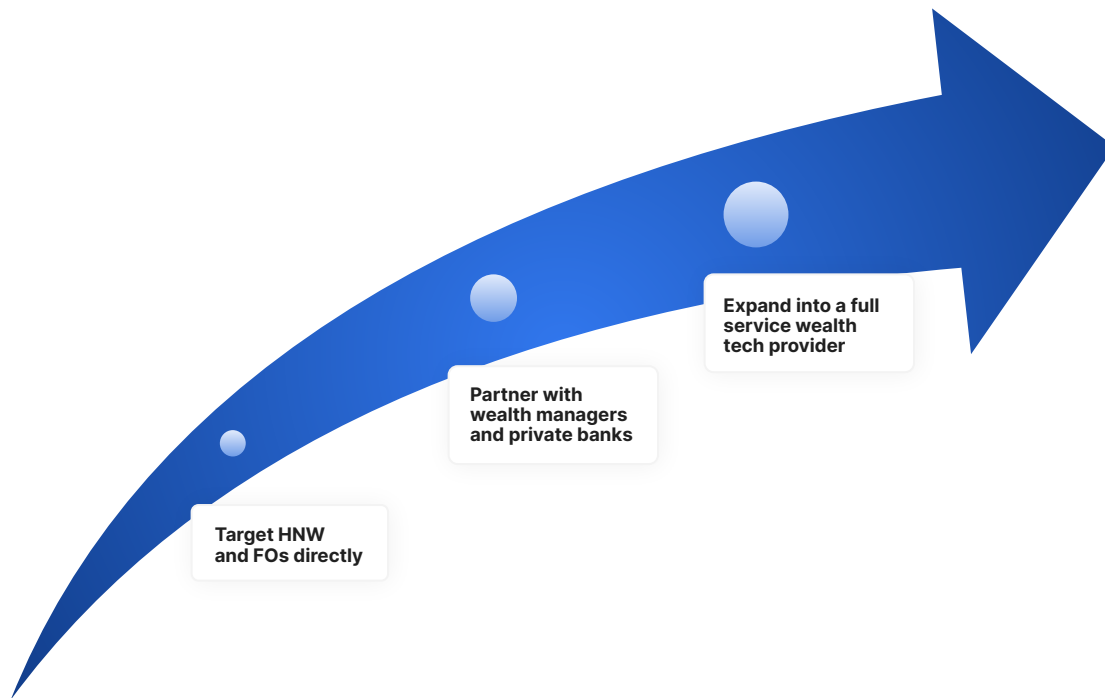
- APIs enabling financial institutions to do deep platform-integrations
- Corporate IAM
- 1m+ (underlying users) ⇒ revenue of \$1bn+



### A Leading Partner in Wealth Tech

We enable traditional financial institutions to offer digital asset products through partnering and integrating with us.

By first establishing our offering in the digital assets space, we have a strong foundation for scaling into traditional assets and transform into a full service wealth-tech provider, leveraging our partnerships and technology.





# K33

K33.com