



TROY

REDEFINE TRADING, BEYOND EXCHANGE

OCTOBER 2019

TROY HIGHLIGHTS

The Absence of Prime Broker

As the marketcap of cryptocurrencies exceeds \$300 billion, the entire liquidity structure is still highly segmented across top 10 crypto exchanges. 28% of professionals contribute over 74% of trading volume. The absence of Prime Brokers leads to inefficiency of settlement and exposure to account management risks.

All-Star Founding Team Members

Our leadership have global experience from Credit Suisse, CITIC Group, Huobi, OKEX, MIT. Troy utilizes intellectual capital and keeps outperforming in all aspects of competition. The gene of pursuing excellence empowers the creation of this killer technology platform.

Mapping A Complex Crypto Landscape

The expert Troy team are some of the largest altcoin market makers globally. We have provided a breadth of trading services to over 80 clients. By always standing at the forefront of trading, Troy has identified significant pain points and dynamically taken advantage of the changing market conditions.

Remarkable User Growth and Operational Data

The Beta Version of Troy has connected over 30 global leading exchanges and achieved over \$100million max daily trading volume. The enthusiasm of the seed institutional users gives us strong confidence in a promising potential of exponential user growth.













TROY POSITIONING STATEMENT

Troy Trade is a global prime broker specialized in crypto trading and asset management. We provide crypto brokerage services for institutional clients and professional traders with revolutionary products, including spot & margin trading, derivatives, data, custody, lending and staking in one account.














AMERICAN FINANCIAL MARKETS vs. CRYPTOCURRENCY

American Financial Markets

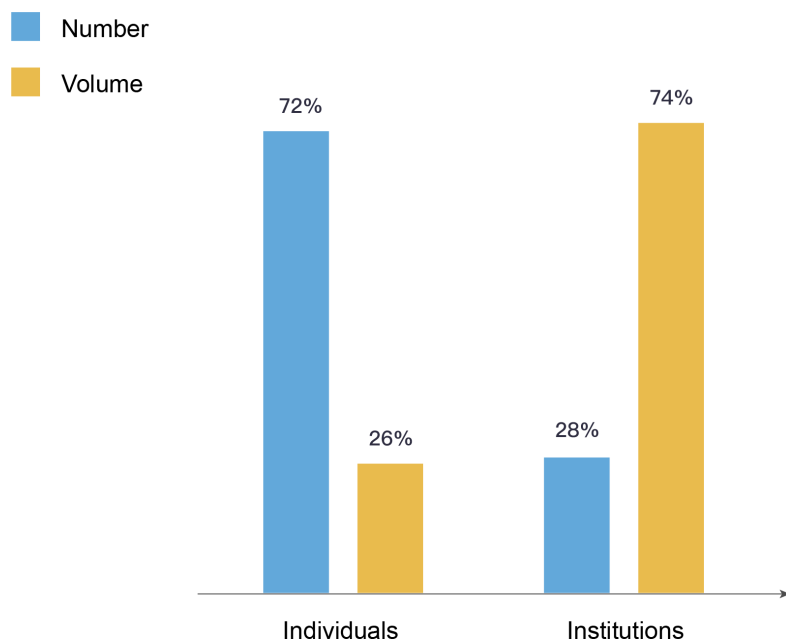
Scale	\$75,000,000,000,000 75 Trillion	
Exchanges	  	
Prime Broker	  	
Introducing Broker	 	
Investors	 	

Cryptocurrency Markets

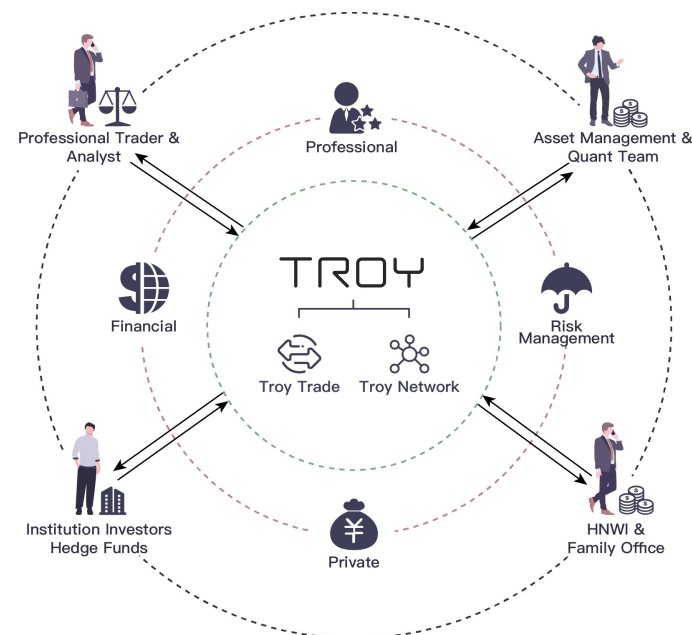
Scale	\$300,000,000,000 300 Billion	
Exchanges	    	
Prime Broker		
Introducing Broker	  	
Investors	 	



MARKET DOMINATED BY PROFESSIONAL INVESTORS



The market structure conforms to the "80/20 principle" of traditional financial market.

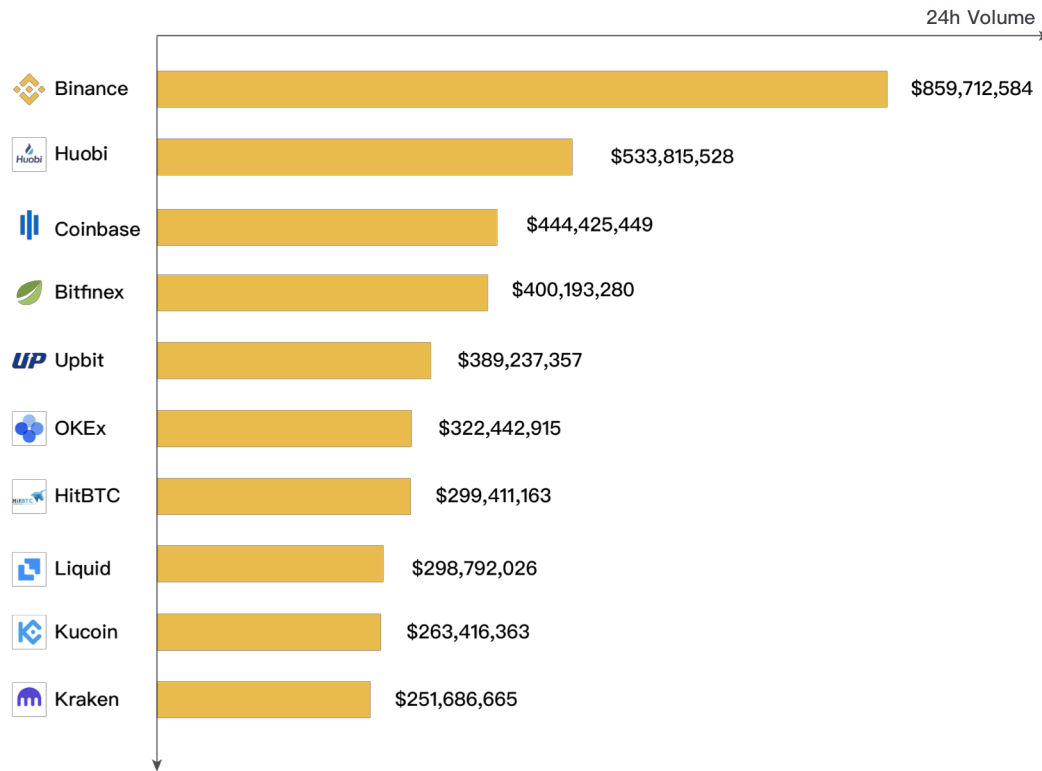


Troy's goal is to discover the needs of the market and to provide customized services for professional investors.

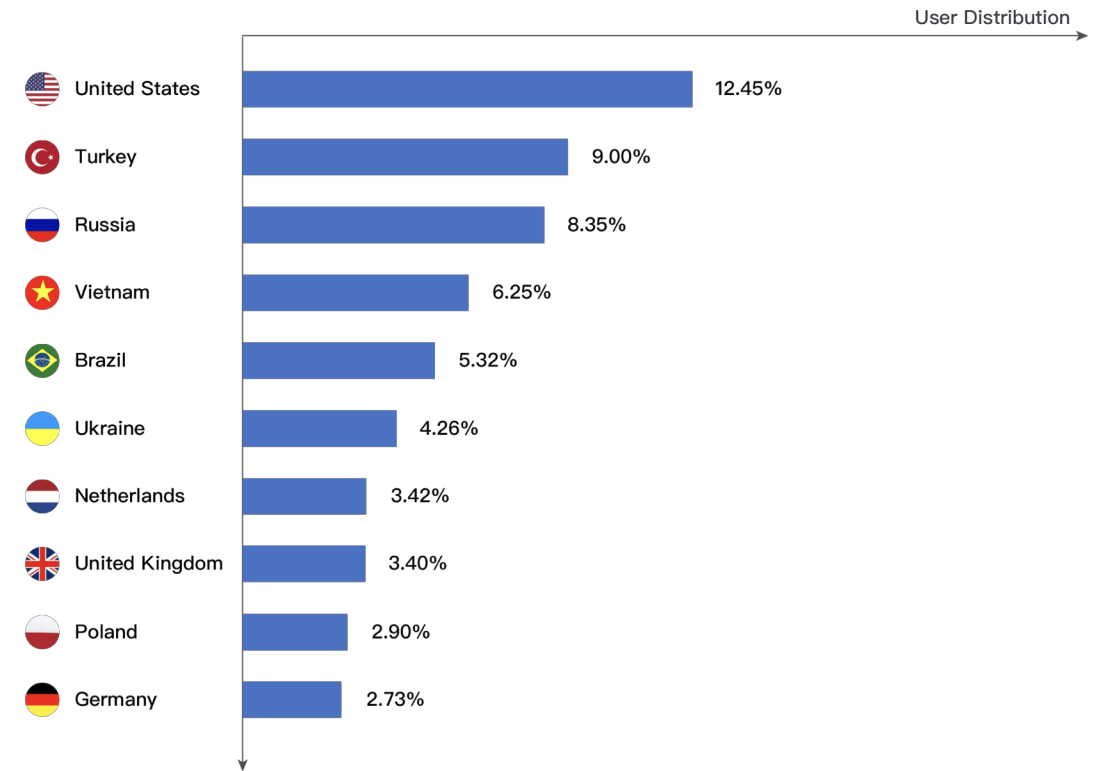


GLOBALIZED CRYPTOCURRENCY MARKET CALLS FOR QUALIFIED BROKERAGE SERVICES

TOP10 Exchange Trading Volume



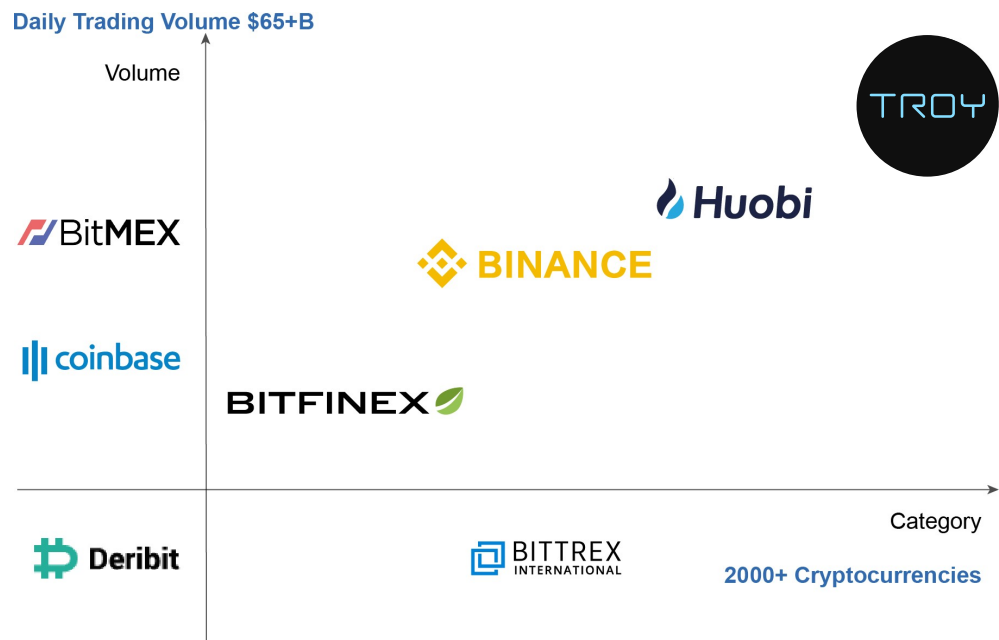
Binance User Distribution



Different regulatory policies and user habits across geographies require localized brokerage services. Diversified cryptocurrency baskets across exchanges also calls for cross-exchange settlement.



ABSENCE OF PROFESSIONAL TRADING TOOLS AND LIQUIDITY SOLUTIONS



Cross-exchange brokerage services guarantee the liquidity of the whole market and even up liquidity of segment markets

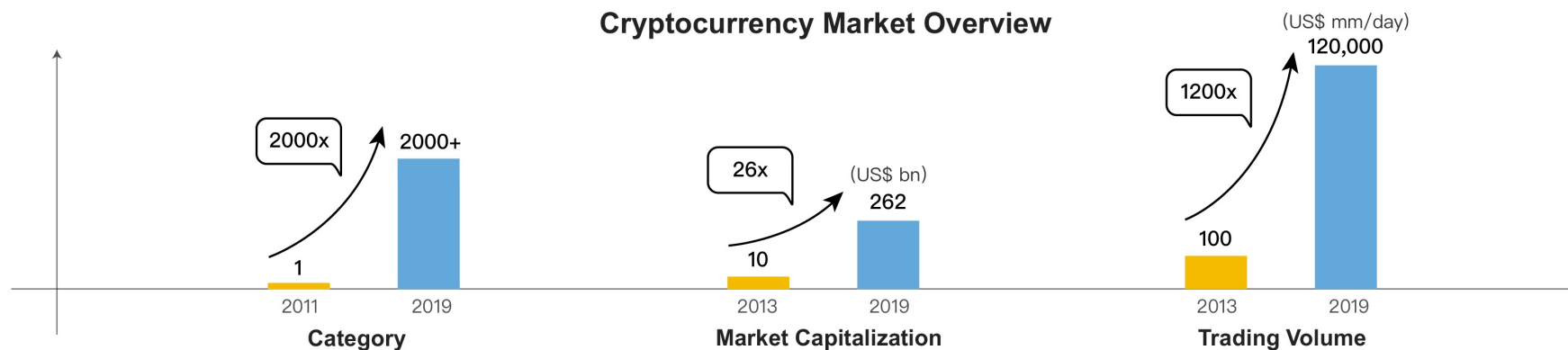
	Caspian	Tagomi	Troy
Master-Level Trading Platform	✓	✓	✓
Asset Management Service	✓	✗	✓
Sophisticated Data Analytics	✗	✗	✓
Full-stack Quantitative Solutions	✗	✗	✓
Account Management System	✗	✗	✓

Current trading products are still not sufficient to meet the professionals' needs and expectations.



BROKERAGE SERVICE VALUATION MODEL

Cryptocurrency Market Overview



Interactive Brokers	charles SCHWAB	robinhood	TROY
Professionals	Individuals	Young Individuals	Institutions/Professionals/Brokers
Revenue: 1.90 bn	Revenue: 8 bn	Valuation: 7 bn	Access to 25 Exchanges
AUM: 150 bn	AUM: 3.53 tn	Rated as the Best 7 most popular investment software in Forbes	AUM: 25,000 BTC
Accounts: 640,000	Active Accounts: 119 mm	Zero Commission	Commission/Interest/OrderFlow
Annually Orders: 200 bn	Monthly Logins: 10 mm	Accounts: 4 mm	Daily Orders: 300,000–1 mm
Operating Margin Rate: 65%	Monthly User Growth: 100,000	Average User Age: 32	Daily Volume: 10 – 200 mm
25% from Broker Service	Margin Rate: 42%		



TROY TRADE

Troy Trade provides revolutionary trading tools and prime brokerage services to professional investors in crypto industry.

Master-Level Trading Platform	Diversified Brokerage Service	Sophisticated Data Analysis	Full-Stack Quantitative Solutions
One account with single interface enables full accesses to the aggregated liquidity of all crypto exchanges. Some key functions include smart order routing, flexible account management, settlement service and automatic risk control.	Competitive fee rate and superior order execution speed. Real-time fund transfer and settlement service. Provide margin trading and OTC services with advanced convenience.	Empower customer's decision making with a sophisticated framework of data matrix including blockchain data, trading data, market data, social data and media data optimized by AI and quantitative models.	Infrastructure powered by co-location service to better the performance of high-frequency trading algorithms. Offer best-in-class exposures to quantitative solutions with straight through processing, precise tick historical data and strategy assessment systems.



PRODUCTS



Trading Tool	Data Dynamics	Brokerage Solutions	Quantitative Strategies
<ul style="list-style-type: none"> √ Flexible Account Management √ Smart Order Routing √ Automatic Trading Algorithm √ Institutional Asset Management √ Automatic Risk Control 	<ul style="list-style-type: none"> √ Market Data √ Trading Data √ On-chain Data √ Community Data √ Media Data 	<ul style="list-style-type: none"> √ Aggregated Liquidity √ Cross-exchange Settlement √ Margin Trading √ OTC Service √ Competitive Fee Rate 	<ul style="list-style-type: none"> √ Tick Historical Data √ Back-trace System √ Strategy Assessment System √ Co-Location Service √ Straight Through Processing



CRYPTO FINANCE LANDSCAPE

Troy Network

Troy Trade

Decentralized

Centralized

Stablecoins



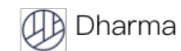
Exchanges&Liquidity



Custodial Services



Lending&Derivatives



Trading&Custody&Investment



TROY NETWORK

Public chain protocol layer

Infrastructure and security support

Off-chain trading layer

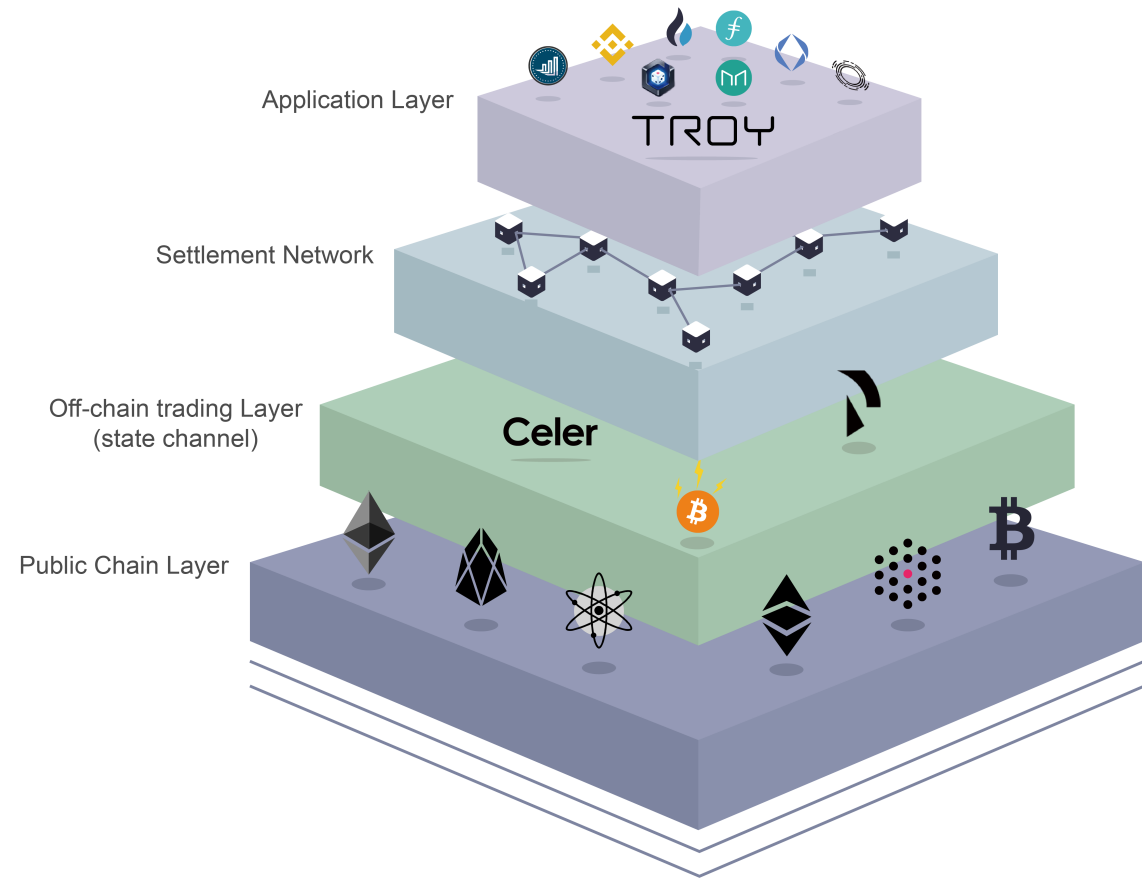
Private channels with high speed for traders

Settlement network layer

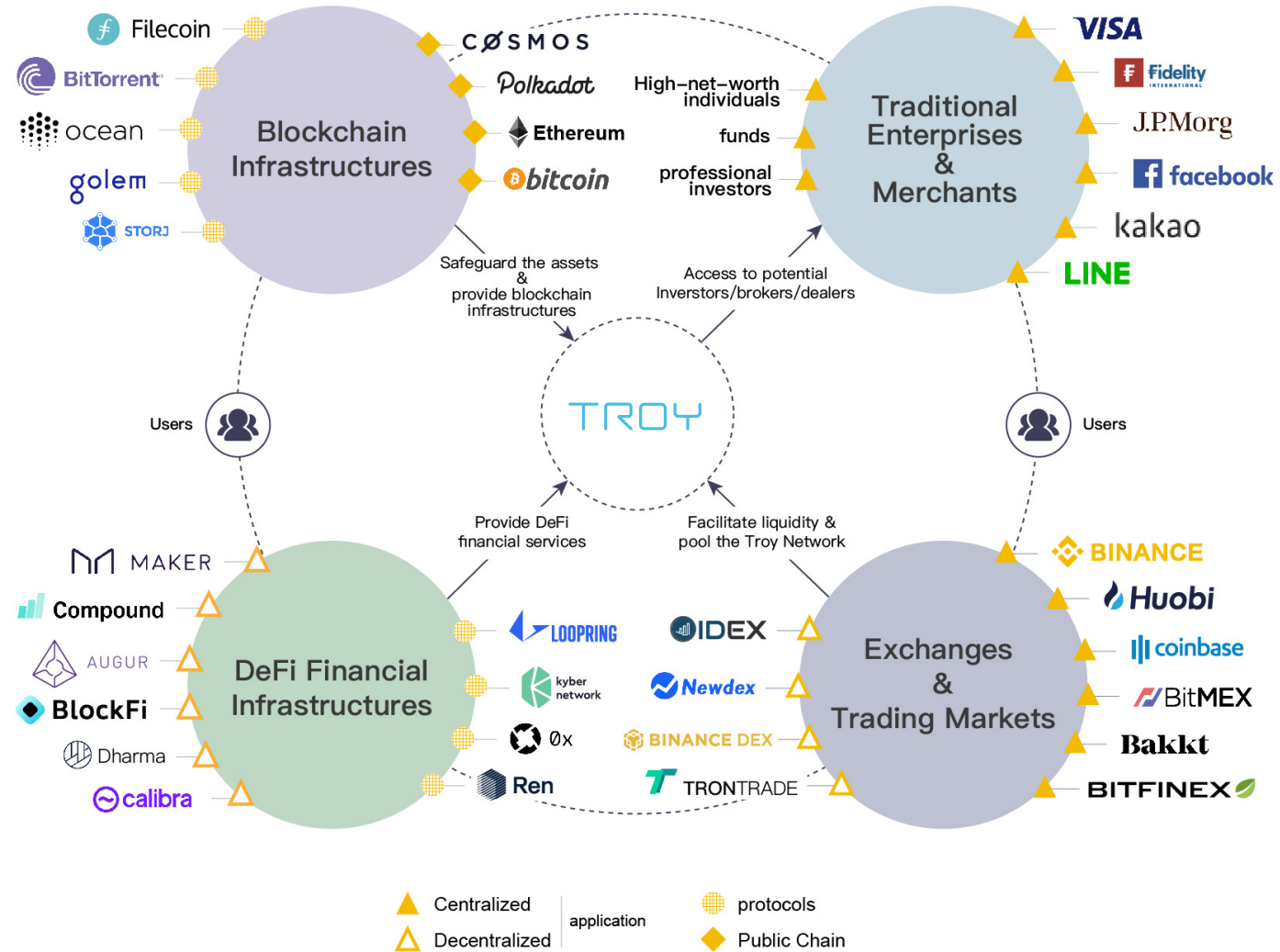
Reducing compliance costs, providing friction-free trading

Application layer

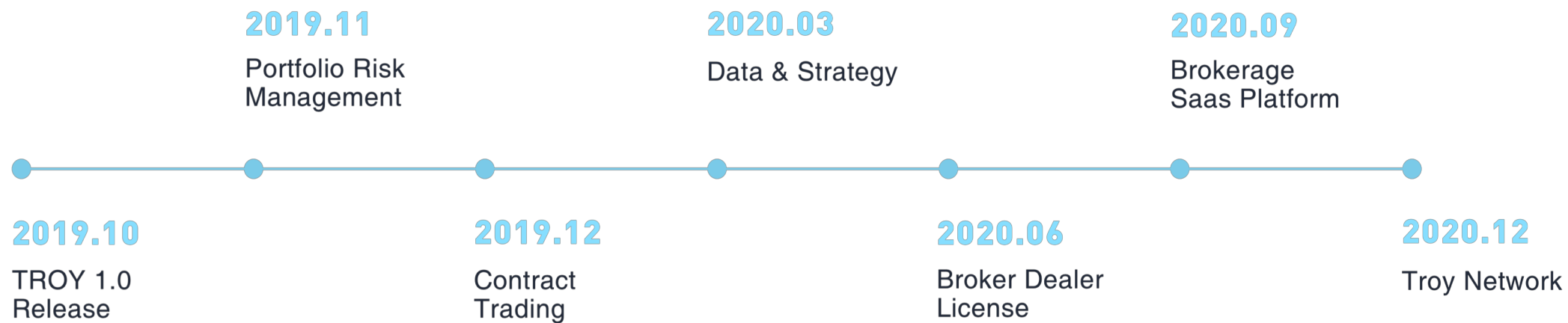
Providing rich and varied application services



TROY ECOLOGY



TROY ROADMAP



TEAM & ADVISORS



STRATEGIC INVESTORS



GLOBAL MEDIA



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Bitcoin.com



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