

VALOUR

Bridging Traditional Financial Market Access to Web3
and Decentralized Finance

United States [OTCOB: DEFTF](#)
Canada [DEFI.NEO](#)
Frankfurt [FRA: RMJ](#)

VALOUR

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What We Do?

Unlocking access to the future of finance and Web3

Digital assets are on the verge of transforming the financial system. We believe that traditional investors should have the opportunity to invest in digital assets, including cryptocurrencies, without creating a separate brokerage or bank account.

Valour is a technology company that allows traditional investors to identify and invest in a diversified portfolio of digital assets across the decentralized finance and Web3 sector. We capture the upside in the explosive growth of digital assets and the future of finance via regulated equity instruments. We are the only publicly traded company built to give investors direct exposure to these nascent markets.

Valour Executive Team



Oliver Roussy Newton

Chief Executive Officer

- Founder of HIVE Blockchain Technologies (TSX.V HIVE) \$2bn market cap
- Raised over \$800m past 2 years
- Founder of Latent Capital
- Founder of Quantum Holdings



Ryan Ptolemy

Chief Financial Officer

- CFO of Aberdeen International (TSX:AAB)
- Former CFO of multiple public and private companies



Russell Starr

Head of Capital Markets

- CEO (Trillium Gold)
- Director (Canada Nickel Company)
- Early Investor (Echelon Wealth Management)

Valour Asset Management

Executive Team

Experts in financial markets, digital assets and capital markets technology



Frances Edwards
Chief Operating Officer

- Former BlackRock iShares COO overseeing a \$0.5 trillion AUM product platform
- Former Head of Wealth Product Structuring Lloyds and Barclays



Niclas Larsén
Chief Technical Officer

- 15 years in Software Engineering in Algorithmic Trading at tier-1 institutions; Nordea, Orc Software (Itiviti), Neonet (KCG) and Tradetech Consulting (Virtusa)



Marco Infuso
Chief Sales Officer

- Former 21Shares Managing Director – Business Development German speaking Europe DACH
- Former Bank Vontobel Executive Director for AMC Business Development
- Former Head of Institutional Sales Commerzbank/ComStage ETF Switzerland



Thomas Ochsner
Head of Trading

- Former derivatives trader and portfolio manager at UBS, Nordea and ABG Sundal Collier
- Experienced in equities, FX, convertible bonds and crypto currencies



Peter Märkl
General Counsel

- Former Head of Legal Amun / 21Shares
- Former Head of Legal Investment Banking at UBS Germany and Executive Director UBS Switzerland
- Former VP at Credit Suisse Germany

Valour Advisors

Pioneers in FinTech, blockchain and digital asset markets



Johan Wattenstrom

Co-Founder

- Founder of XBT Provider (World's first Bitcoin ETP)
- Co-Founder, Director at Nortide Capital



Wouter Witvoet

Co-Founder

- Founder and Chairman at Secfi
- World Economic Forum Global Shaper
- University of Cambridge



Anthony Pompliano

Advisor

- Co-Founder & Partner at Morgan Creek
- Investor at Pomp Investments
- Former Product Manager at Facebook

Capital Markets Profile

Share Price & Volume Last 12 Months

Company Tickers	NEO:DEFI, OTCQB:DEFTF, FRA:RMJ
Share Price (November 1, 2022)	C\$0.22
52-Week Low/High	C\$0.12 – C\$4.41
Basic Shares Outstanding	208.9M
Options	20.7M
Warrants	12.7M
DSU	10.1M
Fully Diluted Shares Outstanding	242.2M
Market Capitalization	C\$44.742M
Cash and Liquid Assets	C\$5.6M (As of September 30, 2022)
Illiquid assets	C\$41.5M (As of September 30, 2022)

20.7M options with exercises prices ranging from \$0.25 to \$3.92 expiring between Dec 17, 2022 to Dec 31, 2026
12.7m warrants with exercise price of \$0.25 expiring Feb 13, 2023

Share Price & Volume Last 12 Months



Why Valour

Valour is well-positioned to become the leading issuer for digital asset ETPs



Market demand is high

There is clear and accelerating market demand from retail and institutions that are unable to hold digital assets directly



Trust and security

Retail and institutional investors want securitized products traded on regulated stock exchanges, accessible via their bank or broker



High-calibre team

Valour's executive team consists of industry experts in trading, digital assets, custodianship, FinTech and capital markets



Backed by industry leaders and institutions

Valour is partnered with leading firms in the digital assets space, and publicly listed (NEO:DEFI, OTCMKTS: DEFTF: FR:RMJ)



Differentiated from competitors

Many existing ETP issuers in the European market lack transparency, market-making skills and digital asset expertise



Product innovation

Valour launched the world's first fee-free Bitcoin ETP and continues to innovate, recently releasing the world's first Cardano and Uniswap ETPs

Business Lines



Valour Asset Management

ETPS synthetically track the value of a single underlying asset, DeFi protocol or a basket of protocols

Valour has a trading infrastructure to launch single purpose ETPs and basket ETPs. We launched the first ETP Bitcoin Zero in December 2020 and AUM reached a high of \$374M. Commitment to developing ESG compliant products



Valour Ventures

Taking diversified positions in DeFi protocols

From Pre-Seed to Series-A funding, Valour Ventures invests in leaders, protocols and networks that are advancing the ecosystem.



Valour Infrastructure

Running nodes for DeFi protocols

As a public company that inherently has governance, we are unique positioned to fulfil this role. Partnership with Coinbase Cloud for secure node infrastructure. Participation in DeFi Networks ie: Pyth Network – Valour gets a fee for each transaction on network.

Building a Sustainable Future

Valour is committed to building a sustainable future for its investors, the decentralised finance ecosystem, and beyond



As a Crypto Climate Accord (CCA) supporter, Valour has committed to supporting the CCA's objectives and to helping advise, develop, and scale solutions in support of the CCA and ESG compliance.

The CCA's overall objective is to decarbonise the global crypto industry by prioritizing climate stewardship and supporting the entire crypto industry's transition to net zero greenhouse gas emissions by 2040. The CCA has two specific interim objectives:

Objective 1: Achieve net-zero emissions from electricity consumption for CCA Signatories by 2030.

Objective 2: Develop standards, tools, and technologies with CCA Supporters to accelerate the adoption of and verify progress toward 100% renewably-powered blockchains by the 2025 UNFCCC COP30 conference.



Valour Bitcoin Carbon Neutral ETP provides investors with sustainable and climate-friendly exposure to Bitcoin. The carbon neutral ETP presents a trusted investment option which benefits the environment and aligns with ESG goals by funding certified carbon removal and offset initiatives in order to neutralise the associated bitcoin carbon footprint.

Innovation lies at the core of Valour's proposition. Working with our partner Patch, we have developed a proven route to decarbonize the footprint of our Valour BTC Carbon Neutral ETP. In doing so, Valour has identified and reviewed industry benchmarks and best practices to ensure that all aspects of the structure follow the latest research principles and actionable recommendations. Abiding by the highest standards and deploying a methodology that most accurately calculates the emissions relating to Bitcoin, Valour stands at the forefront of the crypto industry, promoting sustainable development through proven quality carbon avoidance and removal projects.

Why ETPs?

ETPs provide investors with several benefits over buying crypto directly



Diversity

Valour's ETPs provide investors with unparalleled access to single digital assets and comprehensive digital asset indexes through single trades.



Transparency

Valour's ETPs have a clear and consistent link between their price and the price of the underlyings.



Security

Valour's ETPs provide trusted access to digital asset exposure through regulated exchanges and brokers, with the underlyings 100% hedged at all times.



Simplicity

Valour's ETPs provide easy access to the latest digital assets without the need to set up exchange accounts and digital wallets.



Low Fees

Valour's ETPs provide competitive management fees with no hidden extra costs.

BÖRSE
FRANKFURT FRA

EURONEXT AMS

EURONEXT PAR

justTRADE

Onvista

Comdirect

LS LANG & SCHWARZ LS

NGM NGM

Valour Asset Management – AUM

AUM: \$110,800,000 USD

*Figures as of October 31, 2022



BTC Zero

\$44,768,000

EUR ISIN: CH0573883474
SEK ISIN: CH0585378661



ETH Zero

\$32,402,000

EUR ISIN: CH0585378752
SEK ISIN: CH1104954362



ADA ETP

\$14,122,000

EUR ISIN: CH1114178820
SEK ISIN: CH1114178796



DOT ETP

\$6,155,000

EUR ISIN: CH1114178812
SEK ISIN: CH1114178770



SOL ETP

\$11,793,000

EUR ISIN: CH1114178838
SEK ISIN: CH1114178762



UNI ETP

\$903,000

EUR ISIN: CH1114178846
SEK ISIN: CH1114178754



AVAX ETP

\$657,000

EUR ISIN: CH1149139615
SEK ISIN: CH1114178788



ATOM ETP

Newly Launched

EUR ISIN: CH1149139664



ENJ ETP

Newly Launched

EUR ISIN: CH1149139656



Binance

Newly Launched

EUR ISIN: CH1149139672



Bitcoin Carbon Neutral

Newly Launched

EUR ISIN: CH1149139706

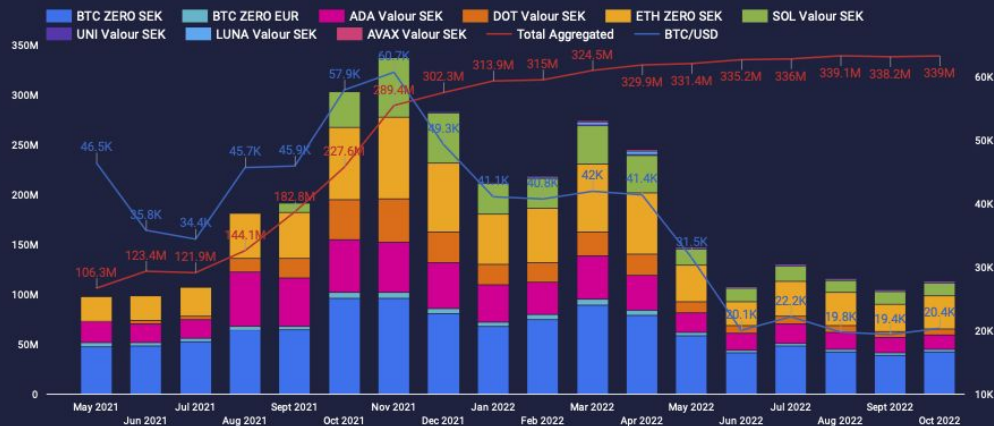
Valour Asset Management

Valour products have continuous inflows in all market conditions

VALOUR



AUM* & Net Sales in USD - NGM



*AUM end of month data snapshot

VALOUR



BLOCTO



CLV



Luxor Mining
Happy Hashing®



SOVRYN

Valour Ventures

Identifying and Investing in the Future

The landscape for decentralised finance is continuously evolving, building upon and improving traditional financial offerings. From lending and borrowing markets to automated market makers and high yield liquidity pools, the financial giants of tomorrow are innovating on the blockchain today.

Working with world leading names across the DeFi space, Valour's research-based early-stage venture arm backs ambitious founders and high potential projects and networks across decentralised finance and Web3.0, focussing on Pre-Seed to Series A ventures.

Valour Infrastructure

Providing independent governance for decentralized networks to run independent nodes that will validate transactions

Valour Infrastructure exists to further advance the mission of decentralised finance through its contributions towards overall ecosystem improvements in areas of governance, security, ESG compliance and transparency.

By engaging in the provision and maintenance of decentralised node solutions, Valour helps further establish secure and reliable networks through validating, voting, and increasing overall decentralisation.

Through partnerships with industry-leading service providers, Valour facilitates the bridging of high-fidelity real-world data into the world of DeFi, increasing confidence and trust in current decentralised finance offerings.



By processing transactions and participating in consensus, Valour supports the growth and performance of the Solana network. In connection with running the node, Valour can receive rewards from securing transactions on Solana as well as for providing governance services such as voting on code changes and other upgrades to the globally decentralized network..



Valour partnered with Coinbase Cloud (formerly Bison Trails) to expand its secure node infrastructure to power staking and DeFi applications. Coinbase Cloud is a leading blockchain infrastructure platform-as-a-service company, providing secure infrastructure for both staking as well as development capabilities across multiple protocols.

Strategic Partnerships



The strategic partnership between HIVE and Valour surrounds the decentralized finance (DeFi) ecosystem with specific application around Ethereum and Miner Extractable Value (MEV). For HIVE, this presents a significant opportunity to create more value per deployed mining infrastructure, by leveraging MEV applications. For Valour the partnership gives exposure to one of the largest miners of Ethereum, which is the backbone on which DeFi applications are built and thus serves as a critical component supporting the sector.



The strategic partnership outlines a framework between Valour and RockX to enhance the staking components of the companies' current respective Exchange Traded Product (ETP) infrastructures, co-develop ETP products, provide institutional staking services, custodian services, and real time data yield oracle.

Web 3.0 and Blockchain: By Numbers

\$39.7 Billion

Blockchain gaming technology
market size by 2025

\$3.1 Trillion

Blockchain technology value add to
businesses in Finance; Private
healthcare and Retail by 2030

\$13 Trillion

Citibank prediction of TAM for
Metaverse Economy by 2030

295 Million

Active Crypto users as of
December 2021

1 Billion

Projected Crypto users by
December 2022

Valour Asset Management

(Product List & Exchanges)

Single Assets						Euronext Amsterdam	Euronext Paris	NGM Nordic Growth Market	BBG	
Product / Underlying	Fee	ISIN	WKN	Currency	Börse Frankfurt Ticker	Ticker	Ticker	Ticker	Code	
VALOUR BITCOIN ZERO	New!	0.00%	CH0573883474	A3GRPD	EUR	VALOUR BITCOIN ZERO	BTC0	BTC0	VALOUR BTC ZERO EUR	BR0212596
VALOUR BITCOIN CARBON NEUTRAL		1.49%	CH1149139706	A3G03V	EUR	VALOUR BITCOIN CARBON NEUTRAL	-	-	-	BY9860283
VALOUR ETHEREUM ZERO		0.00%	CH0585378752	A3GUMQ	EUR	VALOUR ETHEREUM ZERO	ETH0	ETH0	-	BR6804230
VALOUR UNISWAP (UNI)		1.90%	CH1114178846	A3GU9X	EUR	VALOUR UNISWAP	-	-	-	BR9919282
VALOUR POLKADOT (DOT)	New!	1.90%	CH1114178812	A3GU90	EUR	VALOUR POLKADOT	DOTVA	DOTVA	-	BR9909515
VALOUR CARDANO (ADA)		1.90%	CH1114178820	A3GU9Z	EUR	VALOUR CARDANO	ADAVE	ADAVE	-	ADAVE1286
VALOUR SOLANA (SOL)		1.90%	CH1114178838	A3GU9Y	EUR	VALOUR SOLANA	SOLVA	SOLVA	-	BR9918268
VALOUR AVALANCHE (AVAX)		1.90%	CH1149139615	A3GX9S	EUR	VALOUR AVALANCHE (AVAX)	-	-	-	BV3327863
VALOUR ENJIN (ENJ)		1.90%	CH1149139656	A3GYZ7	EUR	VALOUR ENJIN	-	-	-	BX2797401
VALOUR COSMOS (ATOM)		1.90%	CH1149139664	A3GYUV	EUR	VALOUR COSMOS (ATOM)	-	-	-	BX2288187
VALOUR BINANCE (BNB)		1.90%	CH1149139672	A3G0SP	EUR	VALOUR BINANCE (BNB)	-	-	-	BY3800350
VALOUR BITCOIN (BTC) ZERO SEK		0.00%	CH0585378661	-	SEK	-	-	-	VALOUR BTC ZERO SEK	BR6804230
VALOUR ETHEREUM (ETH) ZERO SEK		0.00%	CH0585378752	-	SEK	-	-	-	VALOUR ETH ZERO SEK	BR6804230
VALOUR UNISWAP (UNI) SEK		1.90%	CH1114178754	-	SEK	-	-	-	VALOUR UNISWAP SEK	BS2231980
VALOUR POLKADOT (DOT) SEK	1.90%	CH1114178770	-	SEK	-	-	-	VALOUR POLKADOT SEK	BR0234327	
VALOUR CARDANO (ADA) SEK	1.90%	CH1114178796	-	SEK	-	-	-	VALOUR CARDANO SEK	BR0231513	
VALOUR SOLANA (SOL) SEK	1.90%	CH1114178762	-	SEK	-	-	-	VALOUR SOLANA SEK	BR4193248	
VALOUR AVALANCHE (AVAX) SEK	1.90%	CH1114178788	-	SEK	-	-	-	VALOUR AVALANCHE (AVAX) SEK	BU6613709	
Multi Assets										
Product / Underlying	Fee	ISIN	WKN	Currency	Ticker					Code
VALOUR DIGITAL ASSET BASKET 10	New!	1.90%	CH1149139623	A3G03U	EUR	VALOUR DIGITAL ASSET BASKET 10 (VDAB10)	-	-	-	BY9859038

BÖRSE
FRANKFURT

LS
LANG & SCHWARZ

EURONEXT

Nordic
Growth Market
Börse Stuttgart Group

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