



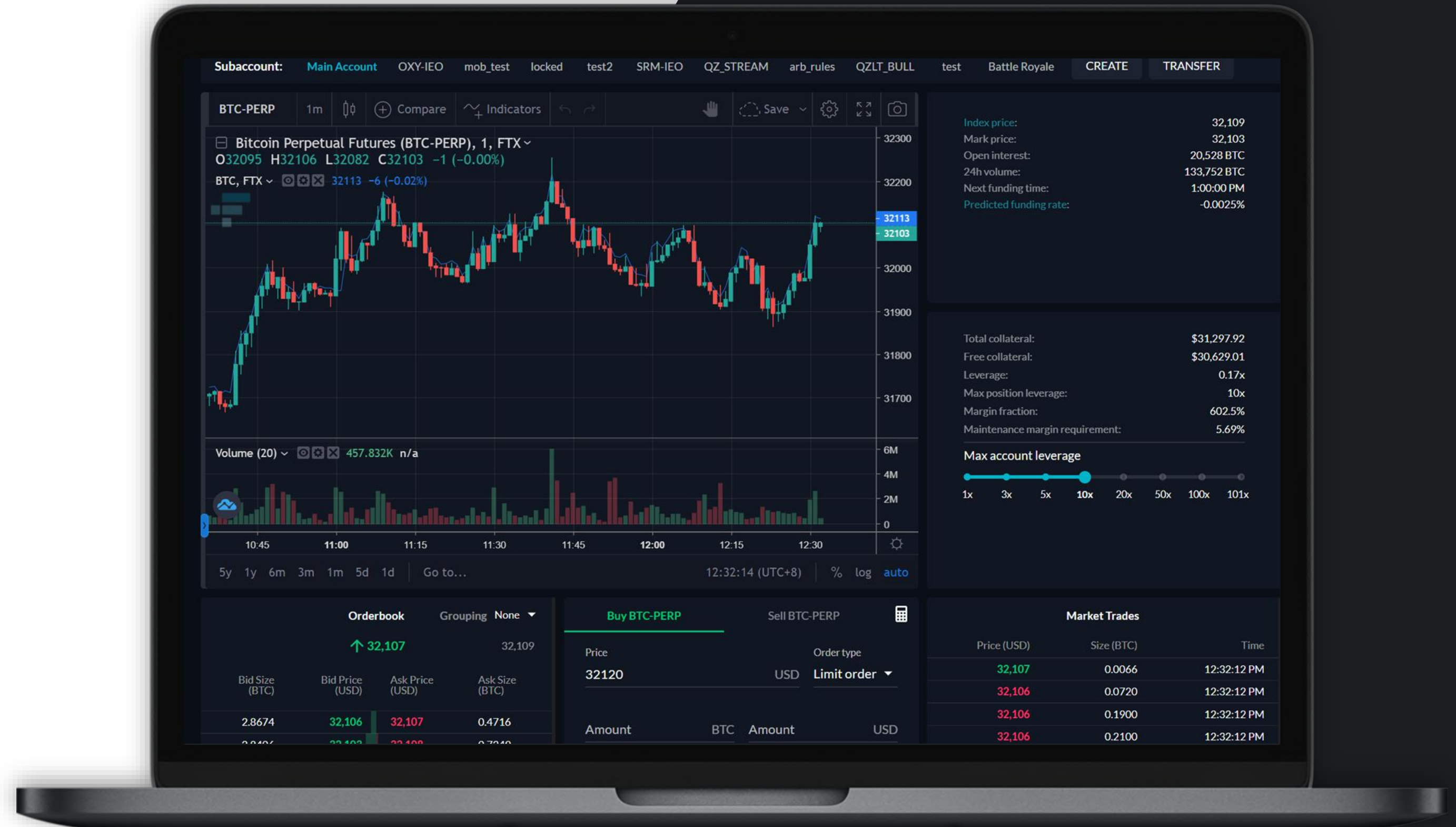


# WHAT IS FTX

FTX is a full-stack fintech suite,  
built natively using crypto rails.

**We do all our own  
stunts.**

[www.ftx.com](https://www.ftx.com)



BUILT BY TRADERS, FOR TRADERS.

# FINTECH IS **THREE THINGS**

• The ability to <b>trade assets</b>	 CME Group	APEX Clearing™	
• The ability to <b>move assets</b>			
• <b>Branding</b>			

Most companies only do one of these things well



# WHAT IS FTX

Technology

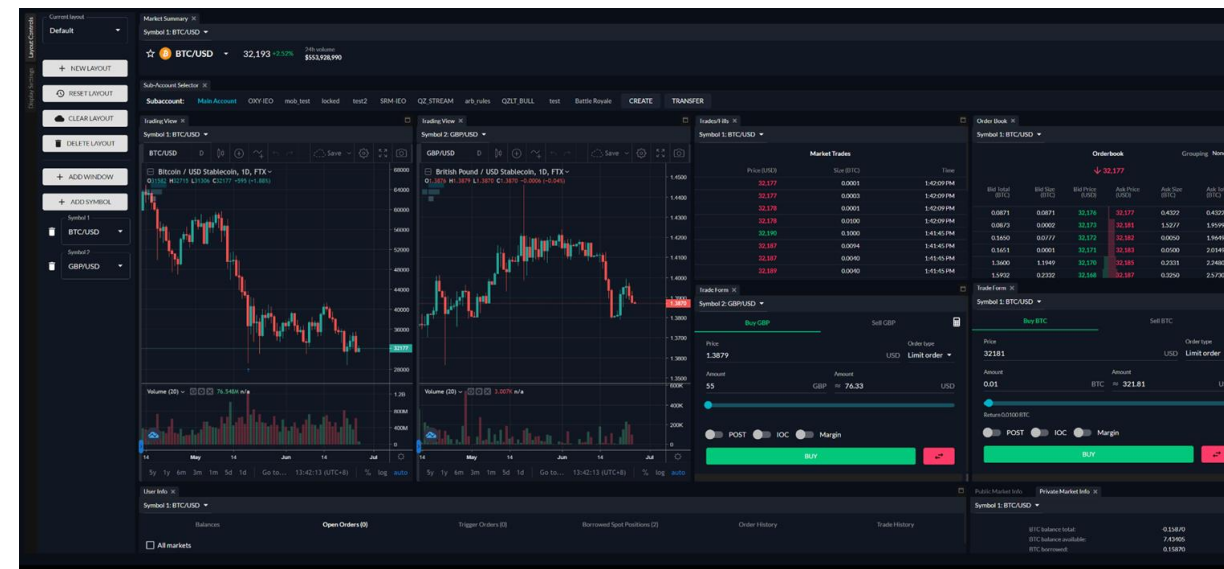
B2B Whitelabel

Power Users

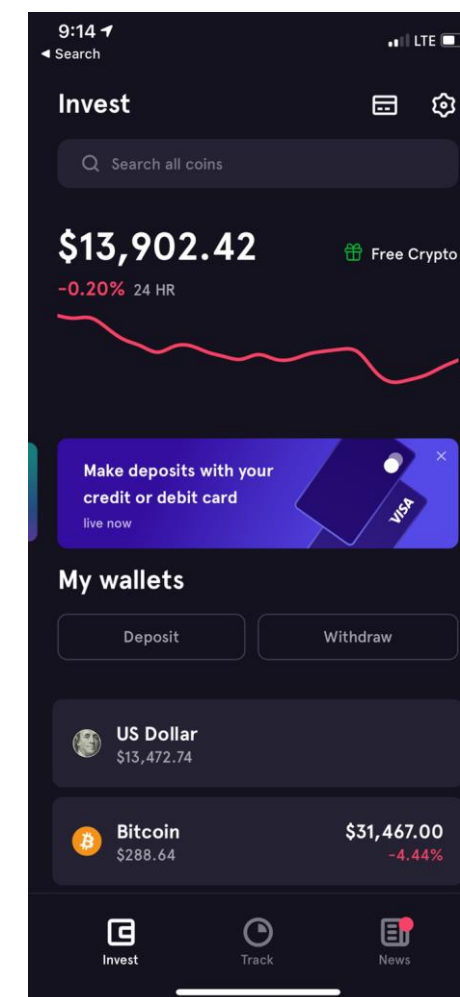
Retail

Exchange


 **FTX**  
API Documentation



Blockfolio



Wallet

 **FTX PAY** LOG OUT

Amount to transfer

SOL

Total Net USD Value ≈ \$2,683,310.98

[View All Account Balances](#) [Manage Saved Addresses](#) [Margin Borrowers](#) [Margin Lending](#) [NFTs](#) [Missing Deposit Help](#)

Subaccount: [Main Account](#) [OXY-IEO](#) [mob\\_test](#) [locked](#) [test2](#) [SRM-IEO](#) [QZ-STREAM](#) [arb\\_rules](#) [QZLT\\_BULL](#) [test](#) [Battle R](#) CREATE TRANSFER

	BALANCES	DEPOSITS	WITHDRAWALS	POSITIONS	FILLS	CONVERSIONS
	<a href="#">CARD DEPOSIT</a>		<a href="#">ALL BALANCES</a>	<a href="#">CRYPTO</a>	<a href="#">LEVERAGED TOKENS</a>	<a href="#">FIAT</a>
						<a href="#">CONVERT DUST</a>
Balances						
						<a href="#">Hide zero balances</a> <a href="#">Include borrowing in available balances</a>
Coin	Balance	Available Balance	USD Value			
USD (USD)	18,618.88574942	29,491.51941373	\$18,618.89	DEPOSIT	WITHDRAW	CONVERT LEND@1.00%
USD Stablecoins (USDC, TUSD, PAX, BUSD, HUSD)				DEPOSIT	WITHDRAW	CONVERT LEND@1.00%
USD Tether (USDT)	566.60305327	27,176.25227214	\$566.70	DEPOSIT	WITHDRAW	CONVERT LEND@1%
Bitcoin (BTC)	-0.15870799	0.85605078	-\$5,024.95	DEPOSIT	WITHDRAW	CONVERT LEND@4%

Brand



BUILT BY TRADERS, FOR TRADERS.

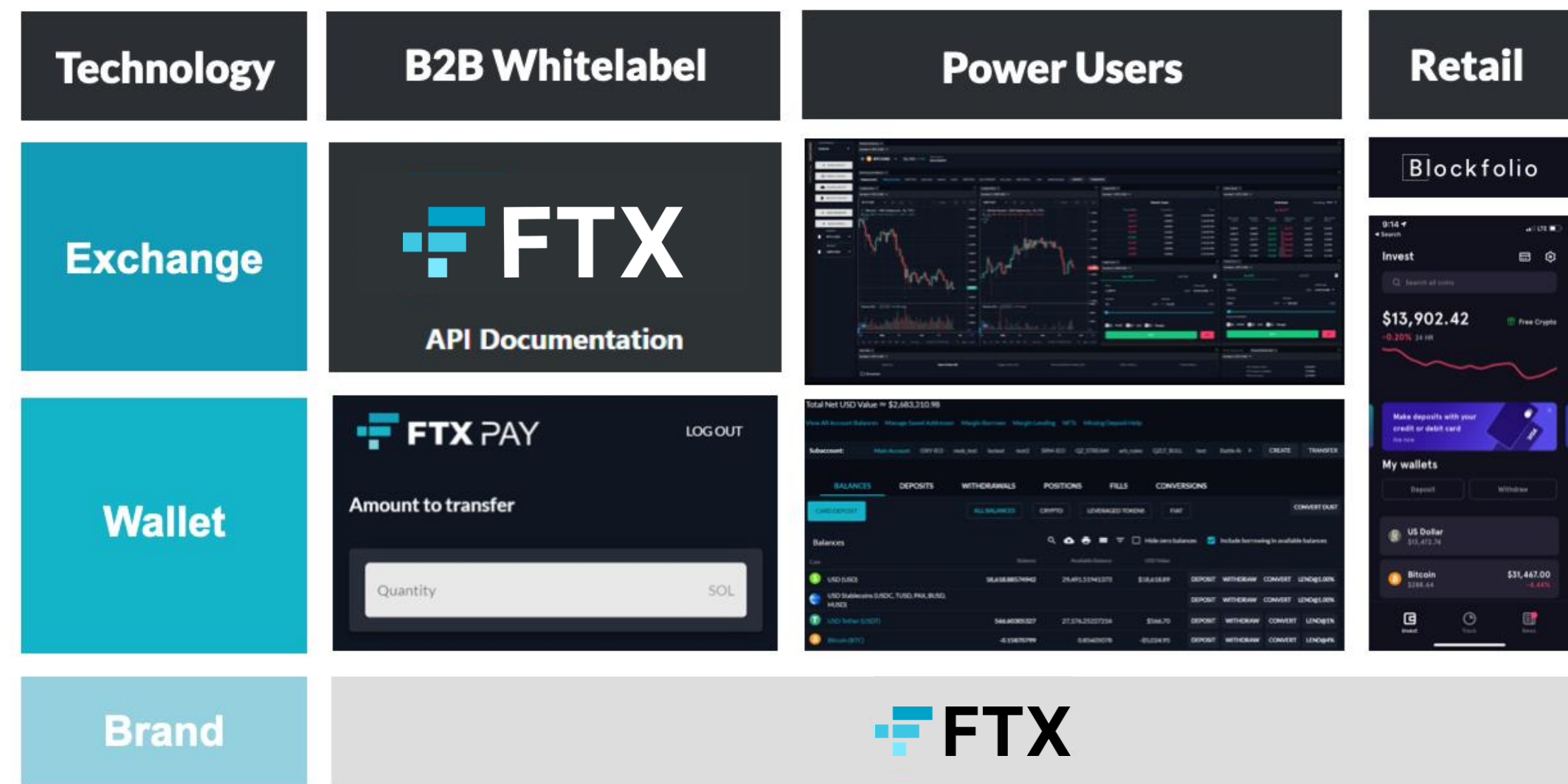




# WHAT IS FTX

We built the strongest  
exchange, wallet, and  
brand.  
And then we built **API**, **GUI**, and **Mobile**  
wrappers on them.

So whether you're a neobank, quant trader, or first time investor, FTX has the best product in fintech.



# OUR CORE



## TRADING

the best in class  
exchange



## MOVING

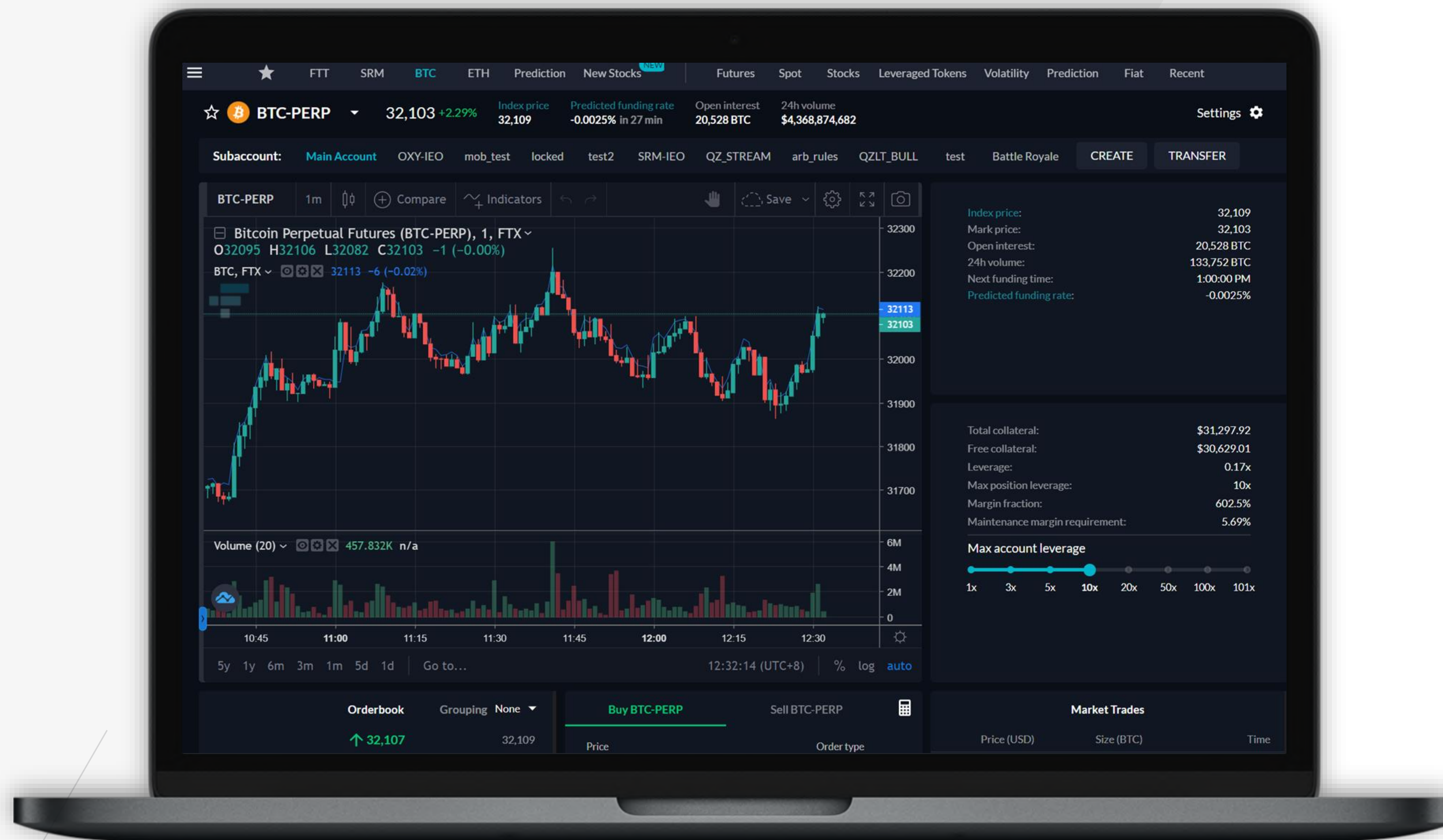
fluid crypto and fiat  
payments



## BRAND

the most loved company

# The Exchange



The first and most important piece of technology we've built: our exchange.

- **General**

- **Crypto, stocks, fiat**, prediction markets, wrappers
- Spot, futures, borrow/lending, OTC

- **Integrated**

- **All markets cross-margined**
- Seamless borrow + trading → margin
- All in one wallet

- **Reliable**

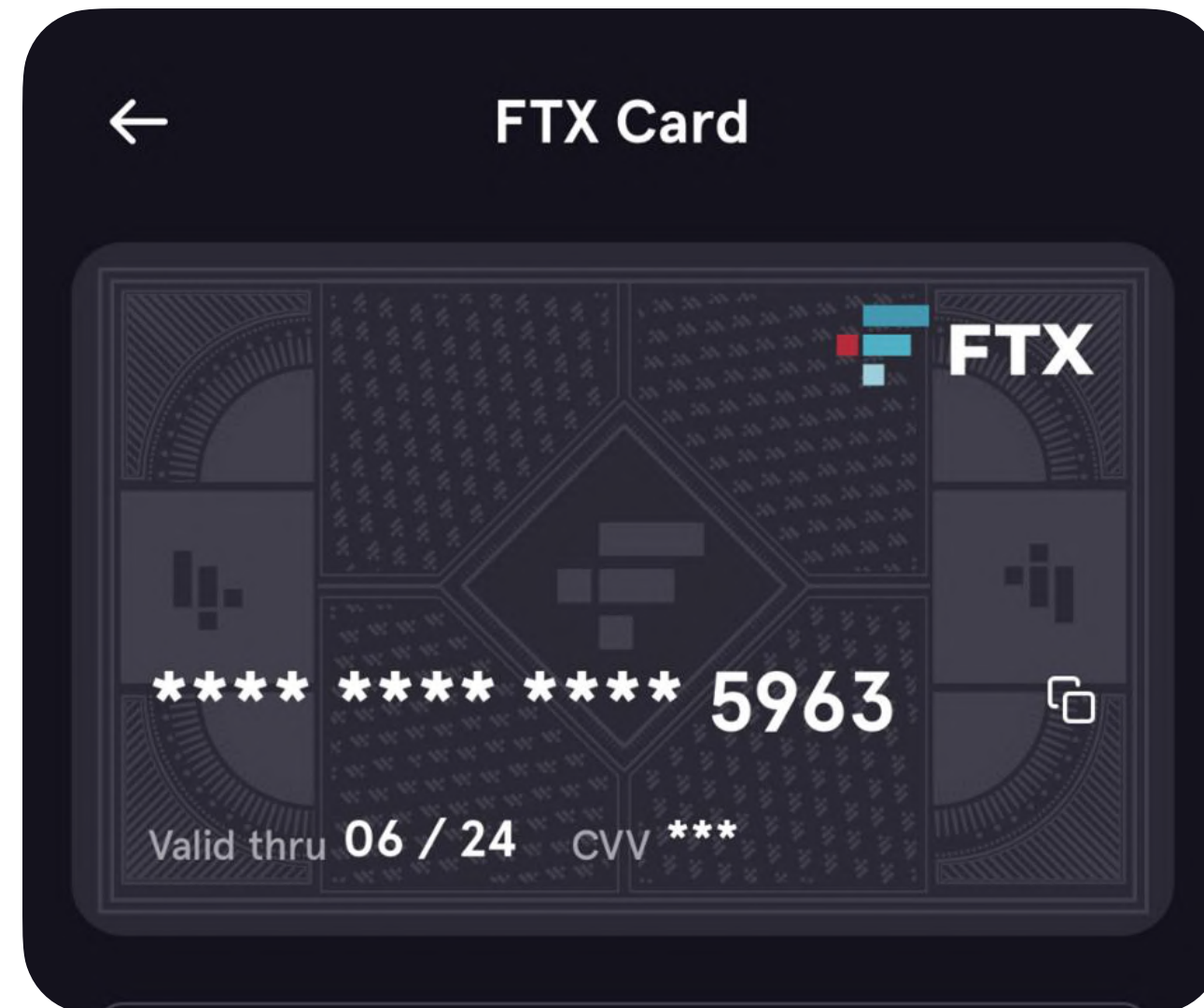
- **Near zero downtime**
- No clawbacks ever

- **Built right**

- **100% in-house**
- 100% API support



# The Wallet



## • Flexible

- USD Wire <> USDC
- Multi-chain
- **Fiat + crypto + stocks**

## • Margin





- Borrow → withdraw
- **100+ assets accepted as collateral**

## • Powerful

- **Spend with FTX Card**
- SEN, SigNET, etc.
- Card, ACH, SEPA, wire...

## • Built right

- 100% in-house
- **100% API support, easy to whitelist**

Coin	Balance	Available Balance	USD Value
 USD (USD)	18,618.88574942	29,627.45111179	\$18,618.89
 USD Stablecoins (USDC, TUSD, PAX, BUSD, HUSD)			
 USD Tether (USDT)	566.60305327	27,310.28085909	\$566.67
 Bitcoin (BTC)	-0.15870378	0.84212948	-\$5,132.85



# THE BRAND

OUR NAME RECOGNITION IS SMALL.

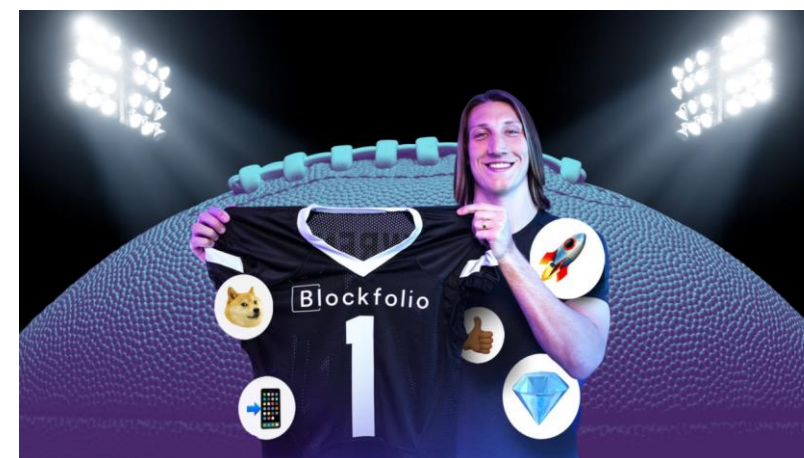
OUR **REPUTATION** IS NOT.

bloomberg.com

## Tom Brady and Gisele Bündchen Take Equity Stake in Crypto Firm FTX

By Vildana Hairic  
29 June 2021, 8:00 pm GMT+8  
Updated on 30 June 2021, 3:10 am GMT+8

- ‘They were both really into it,’ says FTX’s Sam Bankman-Fried
- Tampa quarterback tweets Monday that ‘laser eyes didn’t work’



Features • Long Reads

## The Man Who Saved SushiSwap

Sam Bankman-Fried won plaudits for spearheading a bloodless migration of almost \$1 billion in investors’ funds to the beleaguered exchange. Here’s his story.

By Adriana Hamacher  
10 min read • Sep 13, 2020

Frank Chaparro @fintechfrank · Apr 18  
“A 29-year-old billionaire disrupts the crypto game”

Frank Chaparro @fintechfrank · Apr 18  
Feels like just yesterday that The Block wrote its first article on FTX in the summer of ‘19. @SBF\_Alameda took the tough questions head on. It’s incredible what they’ve achieved since then - they’ve gone far beyond simply rivaling BitMEX

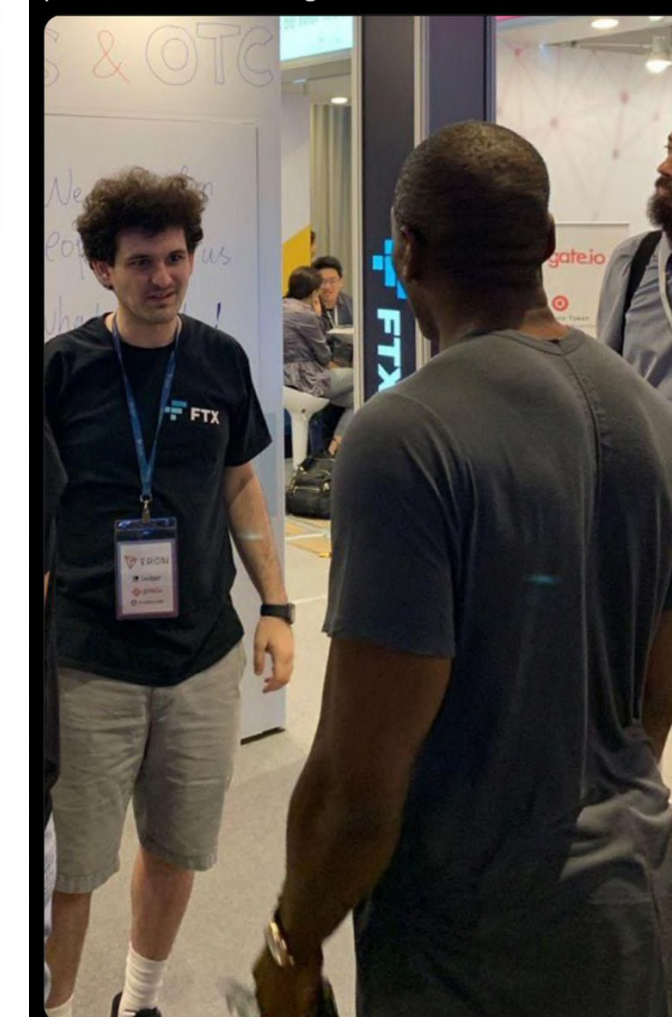
Forbes

## Icon: The Untold Story Of Crypto Billionaire Sam Bankman-Fried

Brendan Doherty Contributor  
Investing  
I write about impact investing and the humans who power it.

stockmart(3,3) @stockmart\_

We crack jokes every day, but this picture will seriously go down in history. I have never seen a more iconic photo. Prove me wrong



3:35 PM · Feb 6, 2021 · Twitter Web App  
63 Retweets 34 Quote Tweets 1,033 Likes



MLB @MLB

MLB 🏆 Crypto

The first 5,000 qualified fans who sign up using the code BASEBALL get \$20 in their @Blockfolio account! Download: [blockfolio.com/baseball](https://blockfolio.com/baseball)

Much more coming soon. 🚀

**THE FUTURE IS HERE**

179.9K views 0:15 / 0:30

12:50 AM · Jun 24, 2021 · Twitter Web App  
236 Retweets 754 Quote Tweets 1,428 Likes



# BRANDING



Our deals have gotten us billions of impressions across hundreds of millions of people.

But **it's not just about the views or the money.**

Most of our partners/branding partners wouldn't have wanted to work with any other crypto exchange.

**It's a snowball.**

None of these partnerships would have been as easy without the others, and they've made other things we do easier, too.

**FTX is iconic.**

You can't buy that with Facebook ads.

- **MLB**

- 175m fans
- 3.7B minutes watched/year
  - FTX Umpire patch in nearly all of them

- **Heat**

- Stadium names most important, legitimizing, and iconic endorsement in sports
- Appears in every broadcast, article, ticket, etc. about games
- Re-naming covered by most major publications

- **TSM**

- 8.8B minutes watched/year
- 33M followers across social media
- TSM has a larger Twitter following than 19 NBA teams
- Avg age 28.8, 73% male > \$50k, tech savvy
- All socials, player names, team names, etc. have FTX

# WHAT WAS FTX

**1. Team: from Jane St, Google, and Facebook.**

**2. Non-US crypto futures exchange**

a. Why?

b. **Because this was the hardest tech in crypto.**

c. It's what no one else could do well.

**3. Non-US spot exchange**

a. Once you have futures, spot is easy

b. Just need fiat, deposits, withdrawals

**4. US spot exchange**

a. Once you have the product, you can get the licenses

**5. Exchange whitelabel**

a. Once you have the tech, the API is easy

**6. Payment processor**

a. Once you have the wallet, whitelabeling it is easy

**7. Retail app**

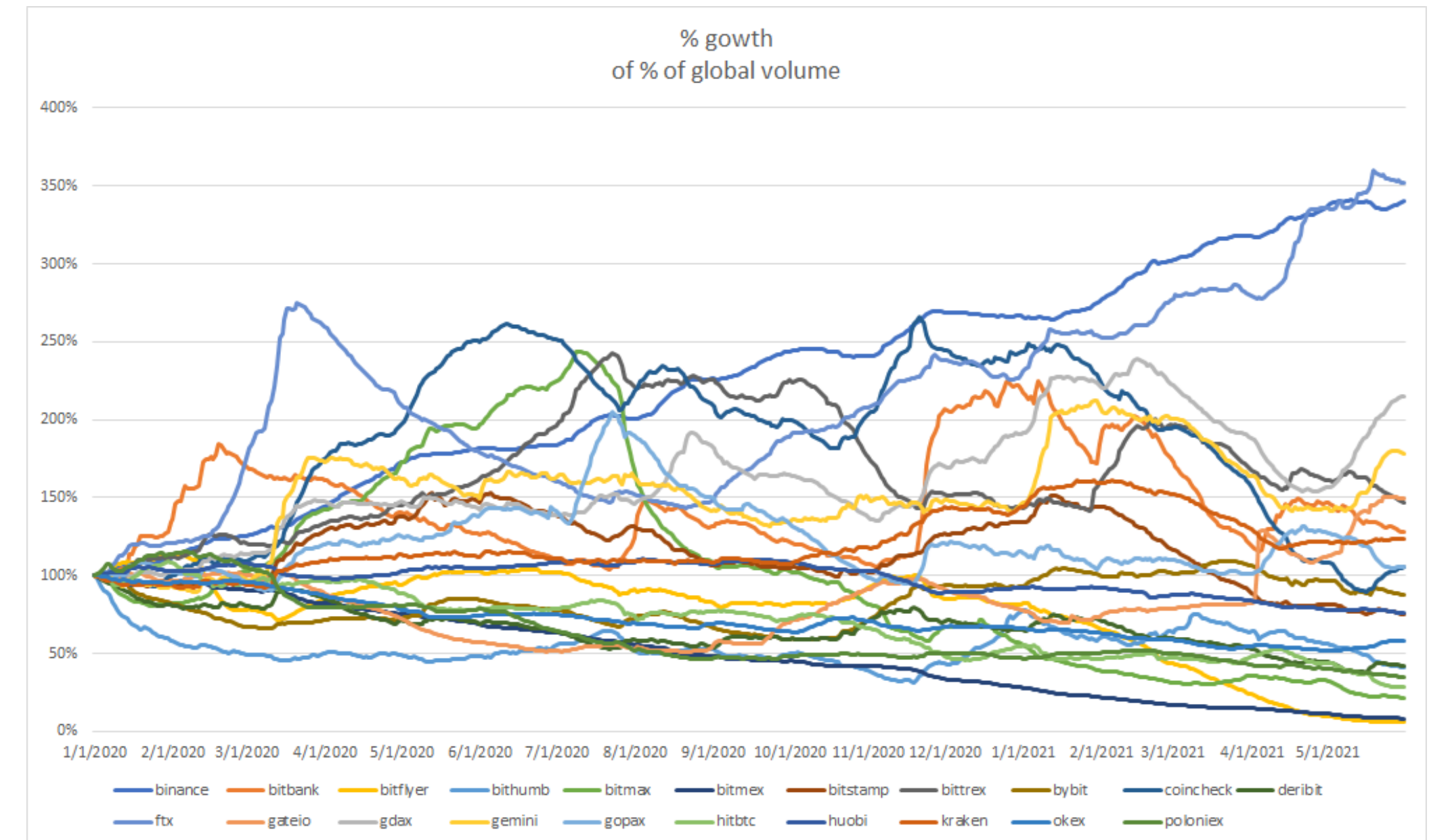
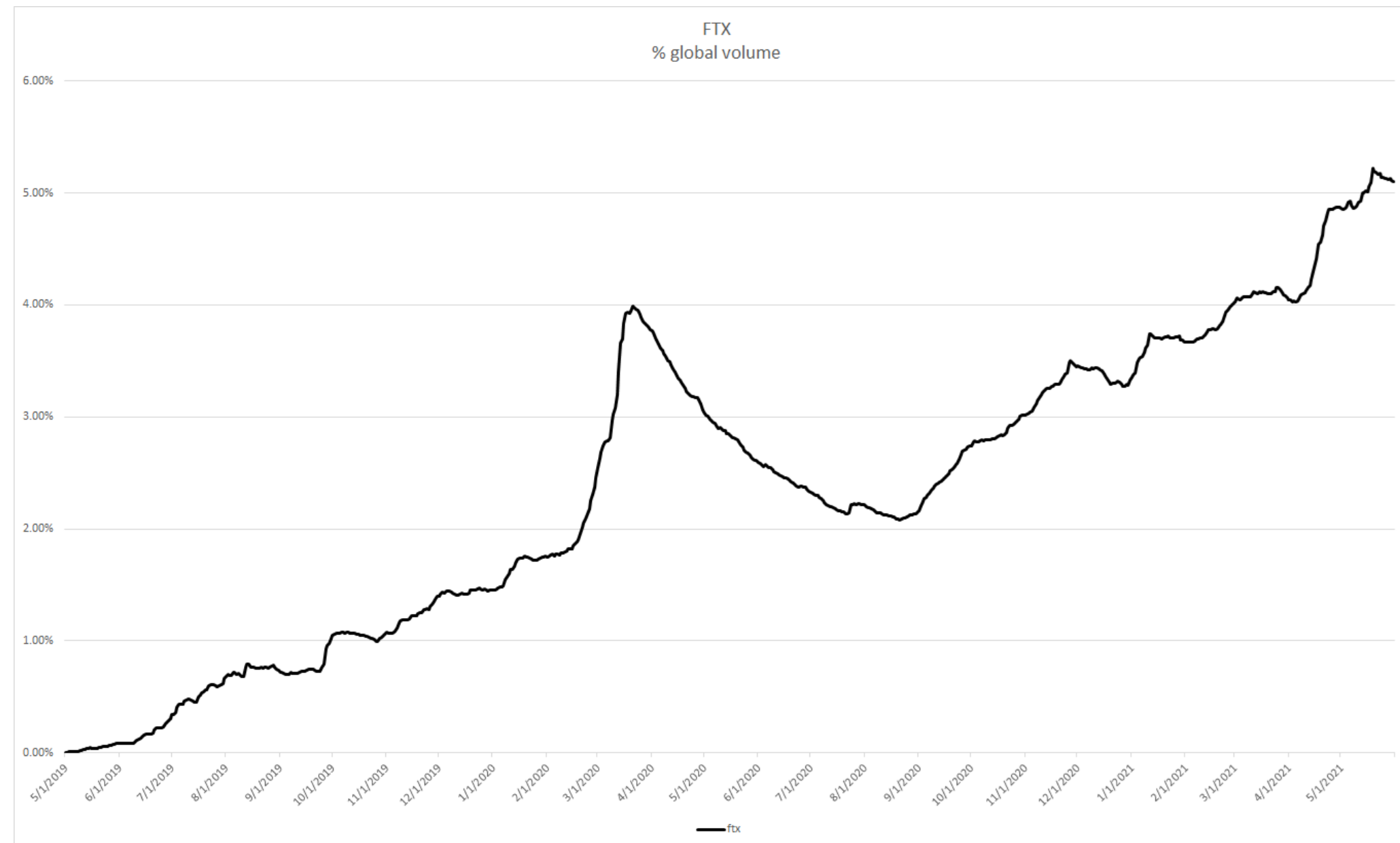
a. Once you have the exchange, a simple mobile GUI is easy

b. Need name recognition

We started with the hardest tech first. The rest is all branding, compliance, and name recognition.

# OUR GROWTH

Only two exchanges have shown consistent large growth: FTX and Binance.





# FINANCIALS

- **Costs << Revenue**

- margins > 50%

- **Run-rate Revenue:**

- ~2bps/trade
- \$15b/day volume
- → ~\$3m/day revenue
- → ~\$1b run-rate revenue
- → ~ \$620m run-rate profit

Start: 1/1/2021, 8:00:00 AM

End: 6/27/2021, 8:00:00 AM

## Revenue

Future fill fees:	\$287,733,028.10
Spot fill fees:	\$49,933,077.65
LT creation fees:	\$1,636,366.43
LT redemption fees:	\$1,542,189.99
LT management fees:	\$19,041,690.45
Options fees:	\$188,284.96
Interest payments:	\$8,344,475.11
Unstake fees:	\$7,509,810.44
Withdrawal fees:	\$2,220,486.40
OTC portal fees:	\$1,334,212.90
Spot margin fees:	\$10,047,724.24
TW options fees:	\$136,307.36
FTX Blockfolio fees:	\$708,370.60
FTX Blockfolio fees ext:	\$4,499,640.60
<b>Total revenue:</b>	<b>\$394,875,665.23</b>

## Expenses

Referral rebates:	-\$33,121,581.65
Insurance fund change:	-\$12,168,477.22
Fee voucher rebates:	-\$82,526.73
Blockfolio referral fees:	-\$25,829.31
Blockfolio referral fees ext:	-\$88,598.79
expenses@ftx.com:	-\$30,886,431.60
expense_payments@ftx.com:	\$1,048,479.43
<b>Total expenses:</b>	<b>-\$75,324,965.87</b>

# OPPORTUNITIES

Space	Revenue	TAM (\$B/year)	Already Have	Product Needs
Intl Power Users	0.75	15	Futures, Spot, Margin, OTC, Wallet, GUI, API, Mobile, Options, Reliability, Brand	---
US Power Users	0.02	10	Spot, OTC, Wallet, GUI, API, Mobile, Reliability, Brand	US Futures/Margin
Intl Retail	0.25	5	Spot, Wallet, GUI, Mobile, Reliability, Brand	Fiat Routes, Interest
US Retail	0.02	10	Spot, Wallet, GUI, Mobile, Reliability, Brand	Name Recognition, B2B, Interest
Payment Processor	0	20	Wallet, API, Brand, OTC, Brand	Fiat Routes, B2B
Neobank + Neobroker	0	20	Spot, Wallet, GUI, Mobile, Reliability, Brand	Stocks, Interest, Name Recognition
<b>Total</b>	1	80	Futures, Spot, Margin, OTC, Wallet, GUI, API, Mobile, Options, Reliability, Brand	US Futures, Fiat, Name Recognition, B2B, Interest, Stocks

# ROADMAP

## 2021:

- Stocks
- Interest
- Fiat Routes

## 2022:

- US Futures
- B2B
- Name Recognition

Space	TAM (\$B/year)	Product Needs
Intl Power Users	15	---
US Power Users	10	US Futures/Margin
Intl Retail	5	Fiat Routes, Interest
US Retail	10	Name Recognition, B2B, Interest
Payment Processor	20	Fiat Routes, B2B
Neobank + Neobroker	20	Stocks, Interest, Name Recognition
<b>Total</b>	80	US Futures, Fiat, Name Recognition, B2B, Interest, Stocks

# ARE WE REALLY TRYING TO DO WELL **AT 3 THINGS?**

“

No.

We're trying to do well at **9**.

Because when you have the **strongest exchange, wallet, and brand**, building different interfaces is the easy part.



# SPEAKING OF COMPLIANCE...

- FTX is the only major crypto exchange that has never been called out by any government, ever.
- FTX is aiming to be the first major crypto derivatives exchange to have a full license by the end of the year.
- FTX has a full AML/KYC suite, and always has.
- FTX blocks jurisdictions when necessary
  - FTX.com blocks US users, and always has
  - UK retail (derivatives)
  - HK retail
  - Sanctioned jurisdictions
  - Ontario
  - etc...
- **Licenses:**
  - Germany (BaFin): license as a broker for financial products
  - US: MTL, MSB, Broker Dealer
  - Australia: OTC dealer
- **Applied in:**
  - Gibraltar, Bahamas, Canada, US
  - And more to come...
- **Member of:**
  - Blockchain Association
  - Stanford Future of Digital Currency Initiative

# WHY IS FTX



**Our highest goal is to leave the world a little better place than we inherited it.**

1% of all net revenue will be donated to the world's most effective charities, and many of our members have given substantially more. Our founders have pledged to donate most of what they make.





[www.ftx.co  
m](https://www.ftx.com)



| [@FTX\\_Official](https://twitter.com/FTX_Official)



| [YouTube FTX Official](https://www.youtube.com/FTX_Official)