



WonderFi provides investors diversified exposure
across the global digital asset ecosystem

TSX:WNDR | OTCQB:WONDF | WKN:A3C166



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Forward-looking statements and information are based on our management's current estimates, beliefs and assumptions, which are based on management's perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements and information are reasonable, these statements and information relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements and information. Potential investors are cautioned against placing undue reliance on these statements since prior results are not necessarily indicative of future performance and actual results may vary.

In respect of the forward-looking statements and information concerning the estimated benefits of the business combination transaction among the Company, Coinsquare Ltd., and CoinSmart Financial Inc. (the "Transaction"), the Company has provided statements and information related to such in reliance on certain assumptions that the Company believes are reasonable at this time as a result of the Transaction, including assumptions as to: the benefits to be realized by the Company; opportunities for the Company's growth; the Company gaining a global presence; the Company's exposure to international investors and the liquidity of the Company's securities; the ability of the Company to meet applicable quantitative and qualitative requirements with respect thereto; the relative stability of material governments and regulatory outlooks; risks associated with the geographic markets in which the Company may operate; and economic factors and market conditions generally.

Forward-looking statements involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could materially affect our results. In particular, anticipated, events, projections, products, strategies and/or other initiatives, the anticipated release, launch, and/or commercialization hereof, are subject to a number of conditions which are generally typical for such launches or commercializations of product, strategy or initiative including regulatory approval, shareholder approval, market conditions, and financial results.



What is WonderFi?

WonderFi owns, operates, incubates and invests across the global digital asset ecosystem.

Our mission is to empower secure and accessible digital experiences through our market leading brands.



100% Ownership

First registered crypto trading marketplace with largest regulated staking offering



100% Ownership

First crypto-native investment dealer and marketplace to become a CIRO* member firm



100% Ownership

The easiest way for businesses to send and receive crypto payments across the globe



43% Ownership

Canada's only qualified custodian, specifically licensed to safeguard digital assets

Other Wholly-Owned Ventures & Investments



*CIRO (Canadian Investment Regulatory Organization)

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Proven Leadership Team

A team with executive experience across tech & finance, with a track record of launching new products in regulated industries



Dean Skurka

CEO

Co-Founder First
Ledger Corp & former
President/CEO of Bitbuy



Cong Ly

CTO

Co-
Founder of WonderFi,
previously Galaxy
Digital & Hootsuite



Gordon Brocklehurst

CFO

Former CoinSmart,
KPMG & Siamons
Canada CFO



Torstein Braaten

CCO

Former BMO & RBC
Executive



Andrew Park

CISO

Executive experience at
Amazon, Scotiabank &
TD



Why Invest in WonderFi?

WonderFi provides investors diversified exposure across the global digital asset ecosystem

Four Market-Leading Crypto Platforms

Leading trading platforms (**Bitbuy and Coinsquare**), B2B Crypto Payments (**SmartPay**), and a Canadian Qualified Custodian (**Tetra Trust**)

Canada's Largest Userbase

With **1.6M+ Canadians**, and **\$17B+ traded** across all platforms, WonderFi is a market leader in Canada for digital assets

Diversified Revenue Streams

\$42M* in revenue across retail and institutional trading, staking and B2B crypto payments

Regulated Crypto

Proven track record obtaining and maintaining licensed businesses in the digital asset ecosystem

*Combined fiscal year 2022 revenues among WonderFi, Coinsquare and CoinSmart



Catalysts For Industry Growth

The tides are turning in the crypto industry, and WonderFi is poised to take advantage

XRP Wins Lawsuit Vs SEC

On July 13, 2023 it was ruled XRP tokens on exchanges and through algorithms did not constitute investment contracts, the U.S. District Court of the Southern District of New York

Path To Bitcoin ETF

On August 29th, 2023 the US Court of Appeals sided with Grayscale in a lawsuit against the SEC which clears a new path for a US Bitcoin ETF to be approved

Bitcoin Halving 2024

The next Bitcoin Halving event is scheduled for April 16th, 2024. Historically Bitcoin halvings have preceded times of explosive growth in BTC price and industry advancement

Large Internationals Leaving Canada

Large international crypto trading platforms have decided to leave the Canadian market due to unwillingness to comply with local regulations



Bitcoin Halving: Past Performance

Increased price volatility leads to increased trading and revenue across WonderFi's platforms

The next Bitcoin halving will be in April of 2024

Quarter	Bitcoin Price (Closing USD)	Registrations	Trading Volume	Total Revenue
Q1 2020	\$6,412	33,239	\$114,170,056	\$3,123,967
Q2 2020	\$10,961	57,613	\$291,873,039	\$3,952,625
Q3 2020	\$10,777	45,892	\$307,109,707	\$3,915,452
Q4 2020	\$28,952	70,645	\$769,842,564	\$14,267,473
Q1 2021	\$58,763	341,130	\$2,510,313,465	\$36,109,717
Q2 2021	\$35,031	313,304	\$3,281,173,220	\$39,066,551
Q3 2021	\$43,824	106,788	\$1,247,324,015	\$19,064,296
Q4 2021	\$46,218	126,638	\$1,473,844,429	\$23,384,720



Bitcoin halving occurred May 2020



\$117.6M in revenue generated across the WonderFi portfolio of platforms in 2021 (Bitbuy, Coinsquare, Coismart, Coinberry)






Diversified Exposure Across the Digital Asset Ecosystem

Business Vertical	WonderFi's Market Position	WonderFi Platforms
1. Retail	WonderFi owns and operates two of Canada's flagship brands leading the retail segment, consistently delivering CICO-regulated trading and staking services.	
2. Institutional	White glove service with dedicated Registered Account Reps. Providing high net worth, corporate and institutional clients with best pricing & execution .	
3. Crypto Payments	SmartPay is the easiest way for businesses (and their customers) to send and accept crypto payments . Instantly convert your Crypto to fiat with same day payouts wired to your bank account.	



Diversified Exposure Across the Digital Asset Ecosystem

Business Vertical	WonderFi's Market Position	WonderFi Platforms
4. Staking	Crypto-native platform offering regulated staking - a product that provides predictable revenue and increased user retention. The value of assets staked on the Bitbuy platform has increased by 460% YTD .	
5. Custody	WonderFi is the largest shareholder (43%) in Tetra Trust, Canada's only regulated crypto custodian , specifically licensed to safeguard digital assets.	
6. ATS/Marketplace	Owns Canada's only regulated marketplace (Alternative Trading System) specifically supporting the trading of digital assets.	



WonderFi's Regulatory Moat: Why This Matters?


CTP's operating under exemptive relief in Canada have less than two years to secure membership or risk shut down

- Coinsquare is the **sole Crypto-Native Investment Dealer** with Canadian Investment Regulatory Organization ("CIRO") membership (formerly IIROC)
 - CIRO, equivalent to FINRA in the United States, oversees all investment dealers, mutual fund dealers, and trading activity in Canada's debt, equity and digital asset marketplaces
- Satisfying CIRO Investment Dealer requirements is a **significant barrier** that includes substantial compliance costs, regulatory capital and insurance requirements, staffing, and platform adjustments
- International platforms that have filed pre-registration undertakings have a long path to final CIRO regulatory approval, which **limits their ability to operate in the Canadian market**



Public Company Benchmarking

WonderFi is undervalued against competitors when it comes to Total Enterprise Value / Revenue ratio

Comparable companies		2022 Revenue (C\$)	Market cap (C\$ millions)	TEV* (C\$ millions)	TEV / Revenue		
					CY21E	CY22E	CY23E
Coinbase	****	\$4.14B	36,082	33,161	9.1x	8.0x	7.4x
Galaxy Digital	****	\$260M	2,162	1,119	3.3x	4.3x	3.0x
BIGG Digital		\$10.9M	94	87	12.5x	8.0x	na
				Group Average	8.3x	6.8x	5.2x
				Group Median	9.1x	8.0x	5.2x
 WonderFi	***	\$41.4M	125	87**	0.74x	2.1x	5.1x

* TEV excludes investments; includes digital asset balances

** TEV build-up as of December 31, 2022 Pro Forma Balance Sheet Data in Management Information Circular dated May 15, 2023

*** WonderFi values assume the completion of acquisition of Coinsquare and Coinsmart

**** USD values converted to CAD using exchange rate on Dec 31 2022 (1 CAD = 0.735USD)

Note: As at July 21, 2023

Source: Public disclosure, Capital IQ



Capital Structure

Common Shares:	648,103,634
RSU's:	7,408,712
Options*:	19,260,716
Warrants**:	50,594,041
Fully Diluted:	725,367,103
Daily Trading Volume (30 day Average)***:	682,777
Cash & Crypto ****:	\$41.7M
Investments ****:	\$21.7M

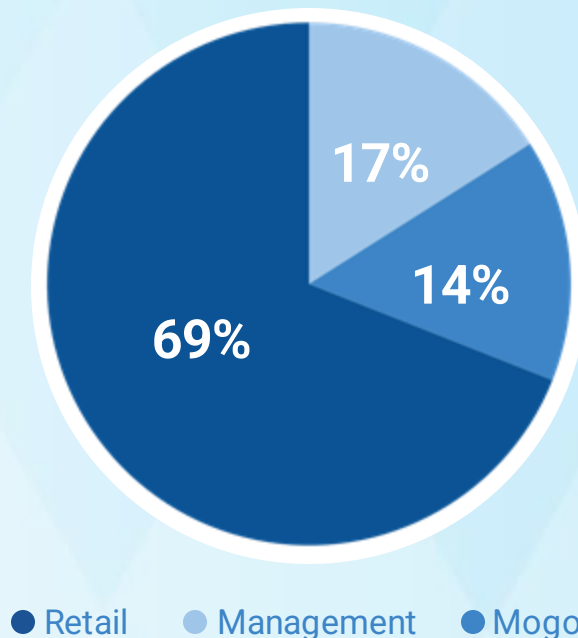
* Options: Average strike price of \$0.26 (\$5M total proceeds), lowest strike price of \$0.15

** Warrants: Average strike price of \$1.52 (\$76.9M total proceeds), lowest strike price of \$0.30

*** As of Aug 9th 2023

**** As of June 30th, 2023

Ownership Breakdown





Why Invest in WonderFi

WonderFi provides investors diversified exposure across the global digital asset ecosystem

**Four
Market-Leading
Crypto
Platforms**

**Strong Balance
Sheet**

**Canada's
Largest
Userbase**

**Diversified
Revenue
Streams**

**Proven Industry
Consolidator**

Regulated
(CIR0, CSA, OSC)

**Clear Path to
Profitability**

**Economies of
Scale**



APPENDIX

Bitbuy is one of Canada's leading regulated Crypto Trading Platforms, prioritizing security and customer service. Bitbuy offers trading, staking, and corporate solutions to retail and advanced traders, high-net-worth and institutional clients.

Supported Assets

35

Registered Users

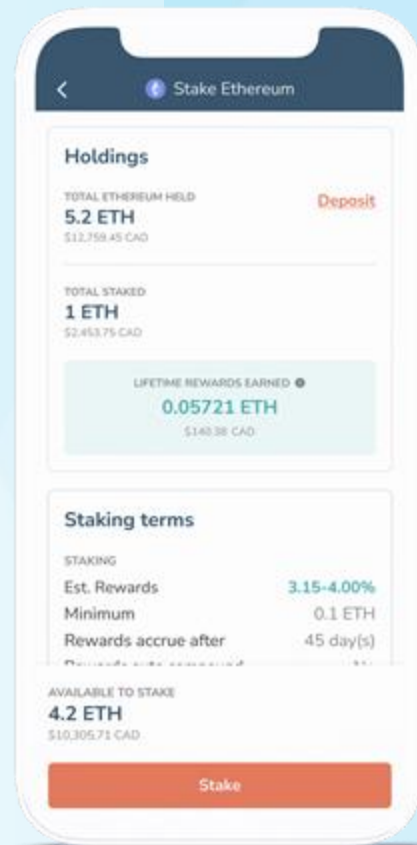
730K+

AUC
(Assets Under Custody)
\$300M+

Lifetime Volume
\$7B+



Bitbuy Brand Ambassador
Scottie Barnes



Registered with the Ontario Securities
Commission as a Restricted Dealer

Coinsquare is a leading cryptocurrency trading platform offering trading on mobile, web, or the Coinsquare Wealth OTC desk.

Coinsquare is Canada's first Crypto-native Trading Platform registered as a **CIRO investment dealer and marketplace member**.

Supported Assets

40+

Registered users

584K

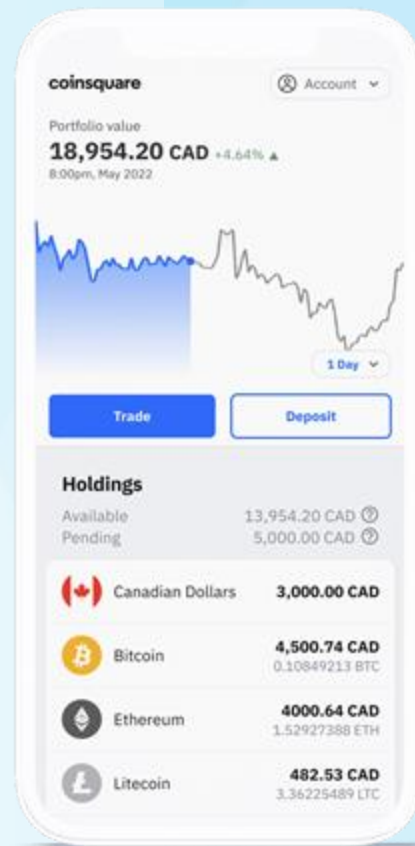
AUC
(Assets Under Custody)
\$360M+*

Lifetime Volume
\$10B+

*As of June 30, 2023



Registered with the Ontario Securities Commission
as an Investment Dealer and Marketplace



SmartPay offers a seamless solution for businesses to convert high-volume cryptocurrency transactions into fiat currency.

Providing **instant settlements with no chargeback or pricing risk**, it simplifies crypto transactions for the masses, bridging digital assets into the payment industry.

Operating Since
2020

Total Transactions
1M+

Pay-Ins & Pay-Outs
\$200M+

Lifetime Volume
\$500M+

*As of June 30, 2023

FINTRAC
CANAFE



Redefining the standard for digital asset custody - pioneering secure, regulated, and versatile solutions that adapt to its clients needs. Hot and cold wallet support, and broad digital asset support including NFTs. Canada's first and only trust company licensed to custody digital assets.

Market Share

(Canada)
15%

Tokens Supported

5,000+

AUC
(Assets Under Custody)
~\$800M

Securely Processed
\$6B+ of Digital Assets

*As of June 30, 2023

Alberta



Other investors include:

coinbase





THANK YOU

WonderFi owns, operates, and incubates
across the global digital asset ecosystem.

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For all investor inquiries, please contact: **INVEST@WONDER.FI**