



# **LIBERTEX + FRANCHISE**

OPPORTUNITIES IN NEW MARKETS

# WHO WE ARE



## HISTORY AND TOP-LEVEL OVERVIEW

Libertex is a Fintech company operating **since 1997**. Our international brand has over **24 years of experience** in offering clients **simple** access to trade the global financial markets.

Our **400 employees** of **37 nationalities** support clients from over **110 countries** worldwide.

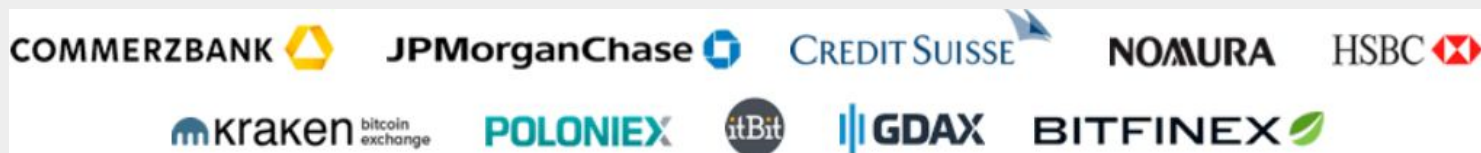
**Competitive Advantage:** We invest heavily into our own technical development with over **150 IT employees** dedicated to supporting our proprietary mobile - first trading technology.

**Crypto Focused:** offering the simplest ways to trade 40+ crypto instruments with leverage (margin). We work with leading exchanges Kraken and Bitfinex for crypto liquidity and hedging.

## Big 4 Auditor



## Liquidity providers



# WHO WE ARE



## LICENSES

We use different licenses to cover different countries

OUR NEAREST PLAN

### EUROPEAN UNION



CySec Licence  
Number: 164/12  
Licence Date:  
31/01/2012

### BELARUS



### SOUTH AFRICA



FSP No 47381  
FSP Name  
LIBERTEX (PTY) LTD  
FSP Type Company - Private  
Registration Number  
2016/082838/07  
Date Authorised  
09/05/2017

### EU CRYPTO LICENSE



Estonia XCOEX  
XCOEX Limited OÜ -  
License Nr. FVR000827 -  
Providing services of  
exchanging a virtual  
currency against a fiat  
currency  
XCOEX Limited OÜ -  
License Nr. FRK000723 -  
Providing a virtual  
currency wallet service

### ALL OTHER



Compensation Fund:  
€20.000 per  
complaint

Date of registration:  
26.01.2016

### LICENSES IN PROCESS OF BEING ACQUIRED:

Mauritius,  
Vanuatu,  
Labuan,  
Uruguay.

# Global office Locations and Immediate Expansion Plans

LIBERTEX GLOBAL OFFICES

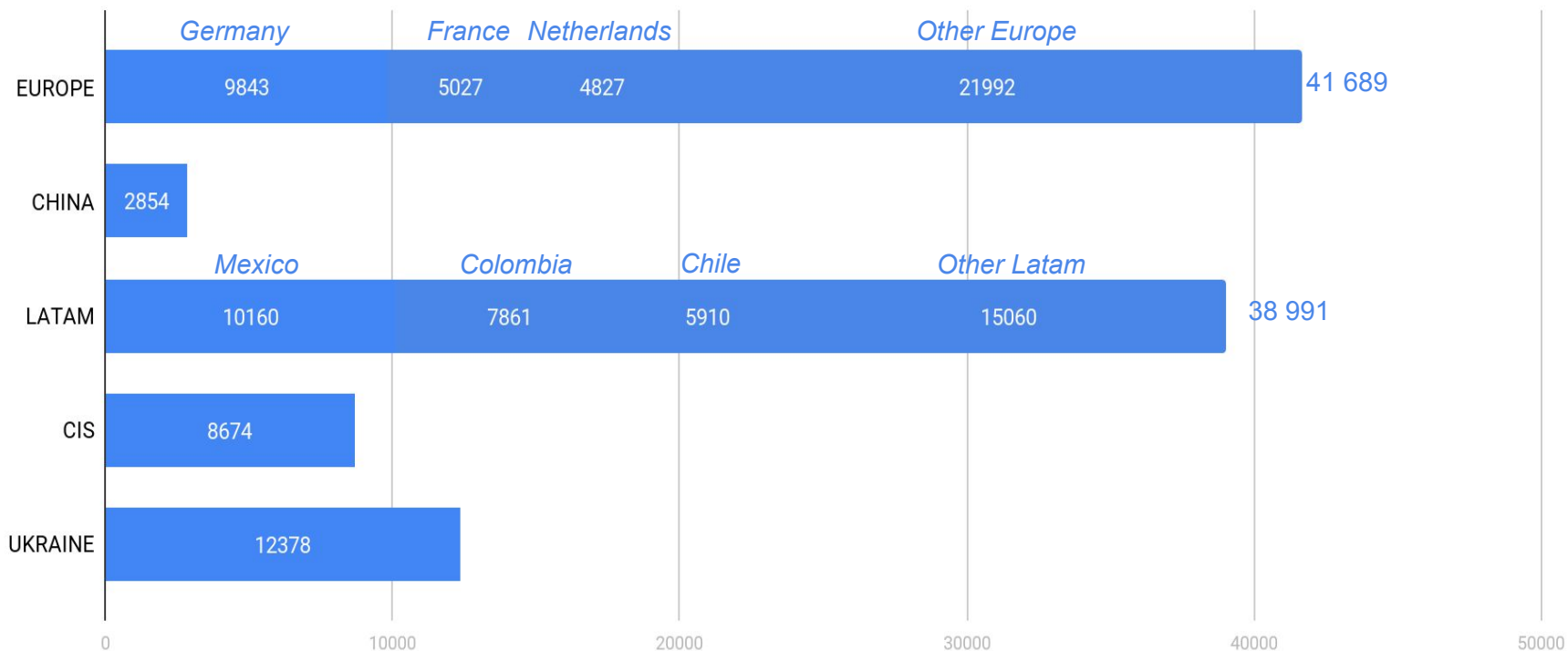




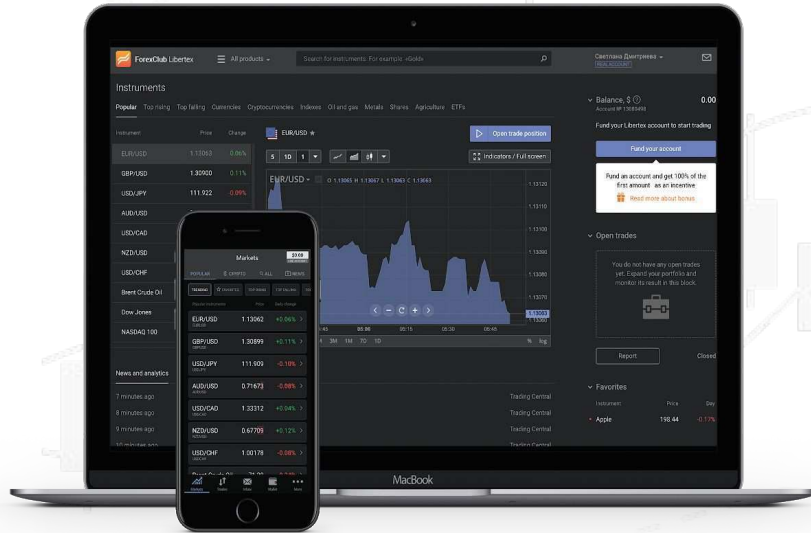
# WHO WE ARE



## ACTIVE CLIENTS (last 12 months)



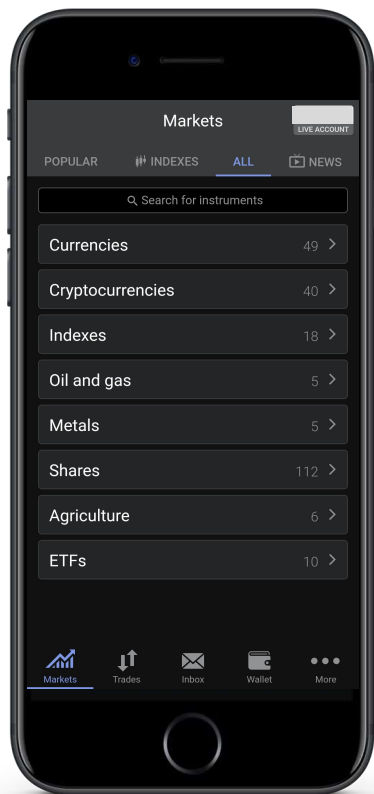
**Libertex** - unique simple trading platform with a mobile first approach. Designed to optimize conversion and retention automatically with low overhead costs.



# WHO WE ARE

## LIBERTEX INSTRUMENTS

The most traded instruments covering 10 key economic sectors with over 150 instruments. Here is a small sample:



### SECTORS:

#### Currencies:

#### Cryptocurrencies:

#### Indexes + ETF:

#### Oil and gas:

#### Metals

#### Shares

#### Agriculture:

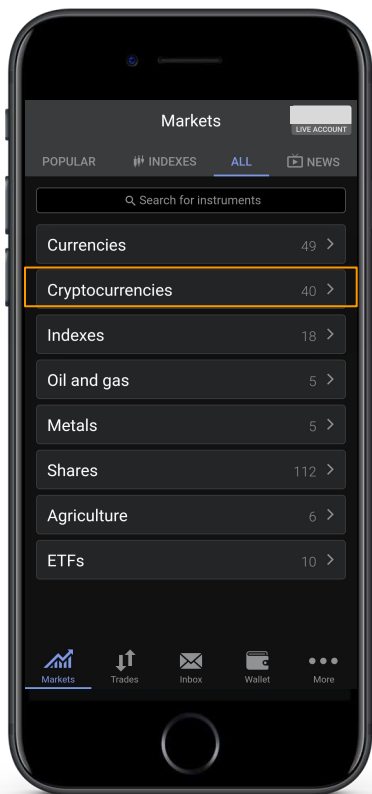




# WHO WE ARE

## LIBERTEX INSTRUMENTS

# 40+ CRYPTOCURRENCIES



 [BCH/BTC](#)

 [BTC/Japan Yen](#)  
(Bitcoin к Японской йене)

 [Cardano](#)

 [EOS](#)

 [Ethereum](#)

 [Litecoin](#)

 [NEM](#)

 [OMG/ETH \(OmiseGO - Ethereum\)](#)

 [Ripple](#)


 [XMR/BTC](#)

 [ZEC/ETH \(Zcash - Ethereum\)](#)

 [Bitcoin](#)

 [BTC/Russian ruble](#)

 [DASH](#)

 [EOS/ETH \(EOC - Ethereum\)](#)

 [Ethereum Classic](#)

 [LTC/BTC](#)

 [NEO](#)

 [OmiseGo](#)

 [Stellar](#)


 [XMR/ETH \(Monero - Ethereum\)](#)

 [Bitcoin Cash](#)

 [BTG/BTC \(Bitcoin Gold - BTC\)](#)

 [DSH/BTC \(Dash - Bitcoin\)](#)

 [ETC/ETH \(Ethereum Classic - Ethereum\)](#)

 [IOT/ETH \(IOTA - Ethereum\)](#)

 [LTC/ETH \(Litecoin - Ethereum\)](#)

 [NEO/BTC \(Heo - Ethereum\)](#)


 [QTM/ETH \(QTUM - Ethereum\)](#)

 [Stratis](#)

 [Zcash](#)

 [Bitcoin Gold](#)


 [BTG/ETH \(Bitcoin Gold - Ethereum\)](#)

 [DSH/ETH \(Dash - Ethereum\)](#)

 [ETH/BTC](#)

 [IOTA](#)

 [Monero](#)

 [NEO/ETH \(Heo - Ethereum\)](#)

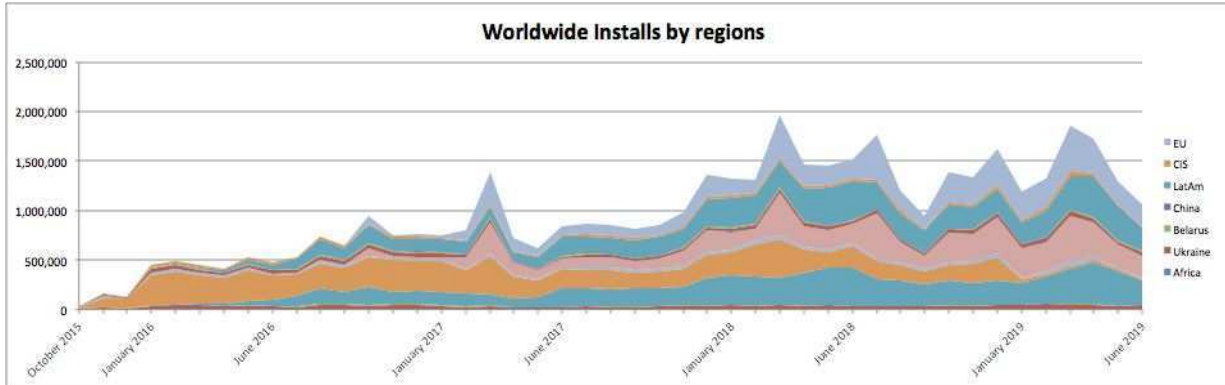
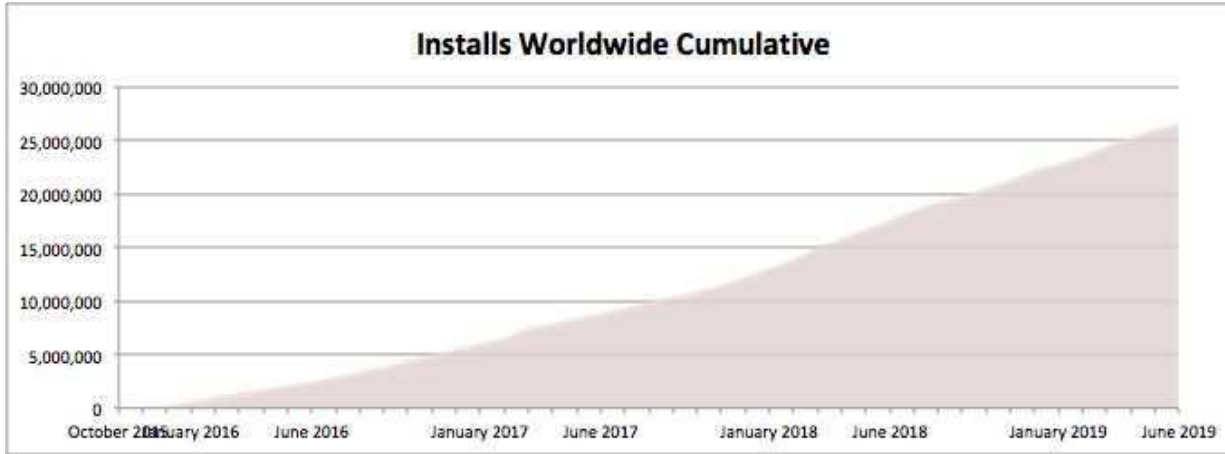
 [QTUM](#)

 [TRON](#)

 [ZEC/BTC](#)

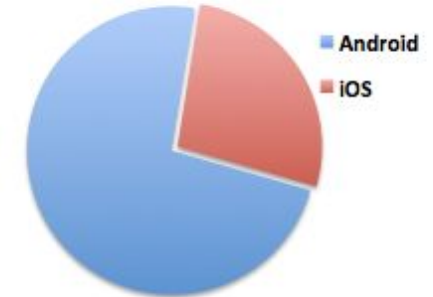
# Mobile app driving sustainable growth

Fast-growing mobile client base



>25 Million app downloads

>90% of clients trade using our mobile app



# WHAT WE OFFER

## ADVANTAGES FOR PARTNERS



1. All existing and future leads and clients from your territory.
2. A customizable localized mobile and web trading platform.
3. We handle all financial risk management related to client trades.
4. Customer Service is available 365 days per year to help clients.
5. Comprehensive ongoing training and testing programs for your employees and clients.
6. Marketing materials and detailed branding requirements for regional offices.
7. Access to salesforce CRM for your employees, and back office Reporting allowing you to track your revenue and client activity on a daily basis.
8. Trading signals and general trading support to simplify clients' trading experience.
9. VIP client managers who offer individualized white glove service to key clients.

# WHAT WE REQUIRE OF OUR PARTNERS



## WHY WE NEED YOU TO SUCCEED

1. Full responsibility for dealing with all regulatory and legal issues related to local operations in your territory.
2. Expertise in optimising local payment options for clients.
3. Support in finding efficient scalable client acquisition channels, as well as local marketing expertise to optimize our marketing campaign content and placement.
4. In some cases, a staffed regional branded office to support and consult key clients face to face.

# WHO WE ARE

## FACT 12 MONTH NET PROFIT BY CITY SIZE



PARTNER'S NET PROFIT



We operate with up to a 50%/50% share in the net profit (revenue-direct costs) for franchise operations.

# BUSINESS



## UNIT ECONOMICS AND PROFITABILITY

- The number of trades a typical active client makes in a year - **410 pcs**
- Average revenue per trade - **1,6 \$**
- The typical number of active clients per 1 million of a city's or country's population - **1 580 person**
- Typical revenue per 1 million of a population - **1 Million USD**
- Typical business profitability (direct expenses/revenue): **50%**