



Strategic Update 2022

ASX:DCC | digitalx.com

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About DigitalX

Strategic Position	The builders of global digital finance		
Vision	A more open, transparent and efficient world through blockchain technologies		
Mission	Empower the Web3 community by providing financial access, freedom and enabling a network of good		
Purpose	Finance for Impact		
Our Customers	Investors		Corporates
Our Businesses	<div> Australia's No. 1 in share sales</div> <div>Share trading services</div>	<div></div> <div>Crypto-asset funds</div>	<div> Drawbridge</div> <div>Governance Technologies</div>

Our Team

Board of Directors



Toby Hicks
Non-Executive Chairman



Greg Dooley
Non-Executive Director



Peter Rubenstein
Non-Executive Director

Executive Leadership



Lisa Wade
Chief Executive Officer



Jonathan Carley
Chief Operating /
Finance Officer



David Beros
Chief Product Officer



Jeremy Balding
Head of Funds
Management



Liz Bingham
Head of Marketing

Our Business

\$0.047

Share Price*

\$34.9M

Market Cap

DigitalX's corporate objective is to generate a return for shareholders by growing the blockchain economy. In line with its strategy for achieving this, the Company has been continuing to execute on opportunities to deliver shareholder returns through both the development of new blockchain technologies and investment in digital assets as an emerging asset class.

Our updated long-term strategy for maximising revenue growth and shareholder value is driven by accelerating Sell My Shares new product development, data validation and staking returns on digital asset treasury, new fund products with tokenised real word asset focus, and venture investments and incubation underpinned by a cost conscious and ESG focus.

*As at 25 August

Financial Overview at 30 June 2022 (Unaudited)

Name	Value (\$AUD)
Australian Dollars ¹	\$6,141,297
Bitcoin ²	\$6,194,578
Fund Units ³	\$7,170,896
Human Protocol ⁴	\$3,531,250
Other liquid investments ⁵	\$496,930
Total	AUD\$23,534,951

¹ Includes \$500,000 XAUD token which the company considers to be cash and cash equivalent.

² Total Bitcoin in treasury at 30 June 2022 was 215.95.

³ Includes total units in the DigitalX BTC Fund and DigitalX Fund based on the respective NAV at 30 June 2022.

⁴ Based on the closing price per coinmarketcap.com.

⁵ Total excludes amounts for tokens pending listing and/or for which an active market is not observable.

⁶ USD/AUD spot rate at the quarter ended 30 June 2022 was \$1.4484.

Our Opportunity

These five key industry trends will be most relevant for DigitalX over the next five years.

01 Mainstream Moment

We're witnessing the start of increasingly rapid mainstream adoption of crypto and digital asset investments as institutions become meaningfully involved.

02 Web3 Economy

The rise of tokenised Real World Assets

The rise of tokenised real world assets will unlock innovative new business and funding models within the economy, leading consumers, corporates and investors to demand services that enable effortless access to web3.

03 New Impact Standards

Companies will go beyond ESG impact frameworks, embedding culture into corporate behaviours, measuring outcomes and community engagement. Companies who win this will have the largest network effects.

04 Neo-Governance Models

New digital methods for ensuring transparency will raise the standards of governance expected from organisations and see the adoption of technologies for improved trust.

05 Data as an Asset

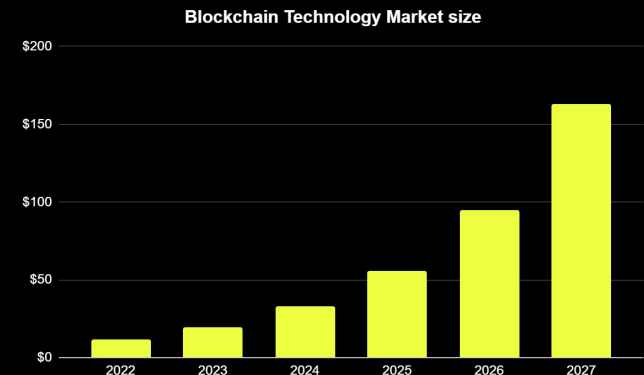
Blockchain is bringing a revolution to investment management with asset data and tokenisation being at the heart of this. Data is at the centre of the Web3.0 revolution.

Opportunity - Market Size

The digitisation of asset ownership through blockchain based technologies will be a key driver in the next wave of financial innovation.

With a proven team and track record as a trusted provider of blockchain technology and crypto asset investment services, DigitalX is uniquely placed to become a leader in this rapidly growing industry.

- Credit Suisse estimates¹ total global real asset value at USD\$256 trillion dollars.
- Forecasts show ~10% of real assets will be tokenised by 2027² as we see the continued adoption of distributed ledger technologies within digital and traditional markets (i.e. ASX).
- Blockchain technology market size forecast to increase to \$163 billion³ in line with the tokenisation of real assets.
- Even with a forecast market share of less than 0.1%, our Web3 strategy allows us to play a significant role in the tokenisation of real world assets in an expanding market.



¹ https://research-doc.credit-suisse.com/docView?language=ENG&format=PDF&sourceid=csplusresearchcp&document_id=1067091661&serialid=py2JD4icAXqoeppbHc9cAQW7VZ1QN1B3p%2Fkb1JfJlrc%3D&cspld=null

² <https://www.afr.com/technology/australia-readies-to-ride-32trn-tokenisation-wave-20210701-p585ya>

³ <https://www.statista.com/statistics/1015362/worldwide-blockchain-technology-market-size/#:~:text=The%20worldwide%20blockchain%20market%20was,billion%20U.S.%20dollars%20by%202027.>

Long term strategic objectives

In this future horizon, we have the following five strategic objectives for success.

Our goal is to be a leader in each of these areas:



Impact

To be a leader in corporate culture, environment, and a stand for positive impact in society.



Grow

To increase long term shareholder value by growing the DigitalX business over the next three years.



Build

To build customer focused businesses that underpin the ongoing profitability and success of DigitalX.



Transact

To become Australia's largest provider of digital finance products by enabling customers to effortlessly transact.



Invest

To be the most trusted and respected provider of digital asset investments for corporate Australia.

Short Term Revenue Objectives

1

Accelerating Sell My Shares new product development and revenue streams

2

Data validation and staking returns on digital asset treasury

3

Leveraging Drawbridge as the Web3 gateway for corporates

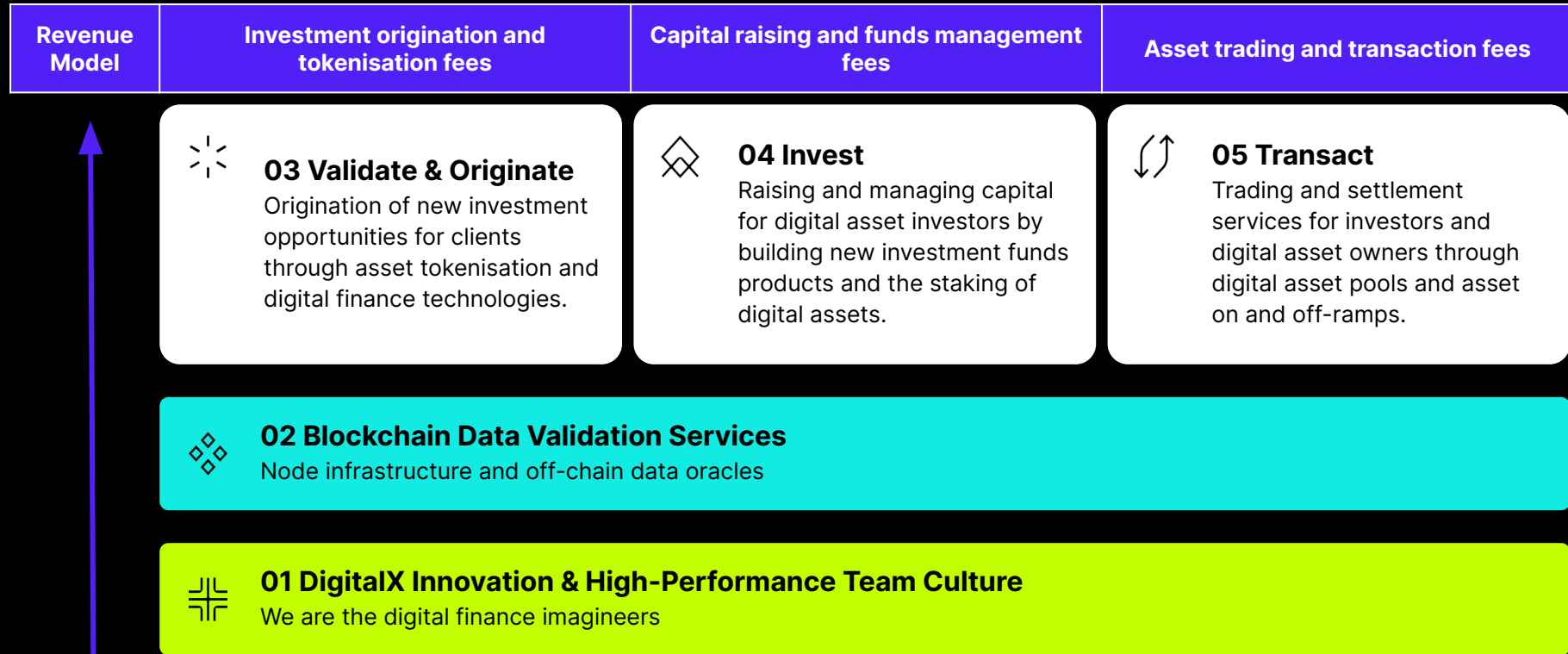
4

New fund products with a focus on tokenised real world assets

5

Venture investments and incubation underpinned by a cost conscious and ESG focus

Revenue Model



Product Roadmap

Product Stream	Sell My Shares	Asset Tokenisation	Data Validation
Problem	Helping people easily transact in their shares and financial assets.	Reducing barriers to unlocking financial value from real world assets.	Solving the challenges of validating real world data on chain.
Now	Reduce settlement times for customers	Give funds access to high yield capital pools for real-time settlement	Earn a yield on the Company's and fund's ETH holdings.
Next	Make Deceased Estates shares easier for lawyers	Easily offset our carbon footprint	Earn a yield on the Company's BTC holdings
Beyond	Provide digital financial settlement options	Remove barriers for companies to benefit from asset tokenisation	Reliably write real world asset data on chain.

A continued focus on ESG

Now

- Measure our carbon impact and innovate through tokenisation of carbon liability
- Set baseline and publish ESG Report with Social Suite tool

ENPS
Top 25%
Offset exposure with NFT

Next

- Productise and service - Tokenised carbon liability for corporates with carbon pools matching the asset and liability
- Minimum 75% achievement across all pillars of ESG framework in Social Suite tool

ENPS
Top 100
Net Zero

Beyond

- Web3.0 best practice standard for carbon and impact funding incorporated into Treasury as a Service model
- Full adoption and verification of WEF ESG recommendations

ENPS
Top 10
24/7 Compact

A continued focus on ESG

- DigitalX commences reduction of carbon environmental impact by offsetting 60t of CO2 through innovative non fungible token (NFT) partnership with Metacarbon Inc.
- DigitalX purchased 230,000 BetaCarbon tokens (BCAU), each of which is notionally backed by a delivered Australian Carbon Credit Unit (ACCU) held in the Australian National Register of Emissions Units and represents 1 kg of carbon captured or avoided, using XAUD.

<https://www.digitalx.com/esg>

BETACARBON 


Meta Carbon

 CARBON
CREATURES





The builders of global digital finance

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