



Exodus Media Kit



Contents

Introduction and Contact Info

Chapter 1: Logo

Chapter 2: Leadership

Chapter 3: Exodus Products

Chapter 4: Exodus vs. The Competition

Introduction

MISSION STATEMENT

Exodus' mission is to help half the world exit the traditional financial system by 2030

About Exodus Movement, Inc

Founded in 2015 by JP Richardson and Daniel Castagnoli, Exodus Movement, Inc. is a leading force in self-custodial cryptocurrency software platforms. In our brief history, we've brought together some of the best and brightest minds in crypto, technology and business to solve a really important problem - how the world controls and accesses their wealth.

Exodus provides secure and user-friendly apps for individuals to manage and self-custody their digital assets without counterparty risk, giving users full control over their wealth. The Exodus suite of apps are a gateway to the world of decentralized finance (DeFi) and unlock the power of blockchain technology, all accessible from a desktop or mobile device.

Exodus prioritizes user experience by offering a simple, elegant, and intuitive interface while supporting hundreds of thousands of digital assets. Additionally, integrations with third-party exchanges and DeFi applications expand functionality and cater to diverse user needs. Ultimately, Exodus empowers users to take control of their wealth through a secure and user-friendly platform.

Contact information

investors@exodus.com

Stock info

Exodus Movement, Inc.
NYSE stock ticker: EXOD

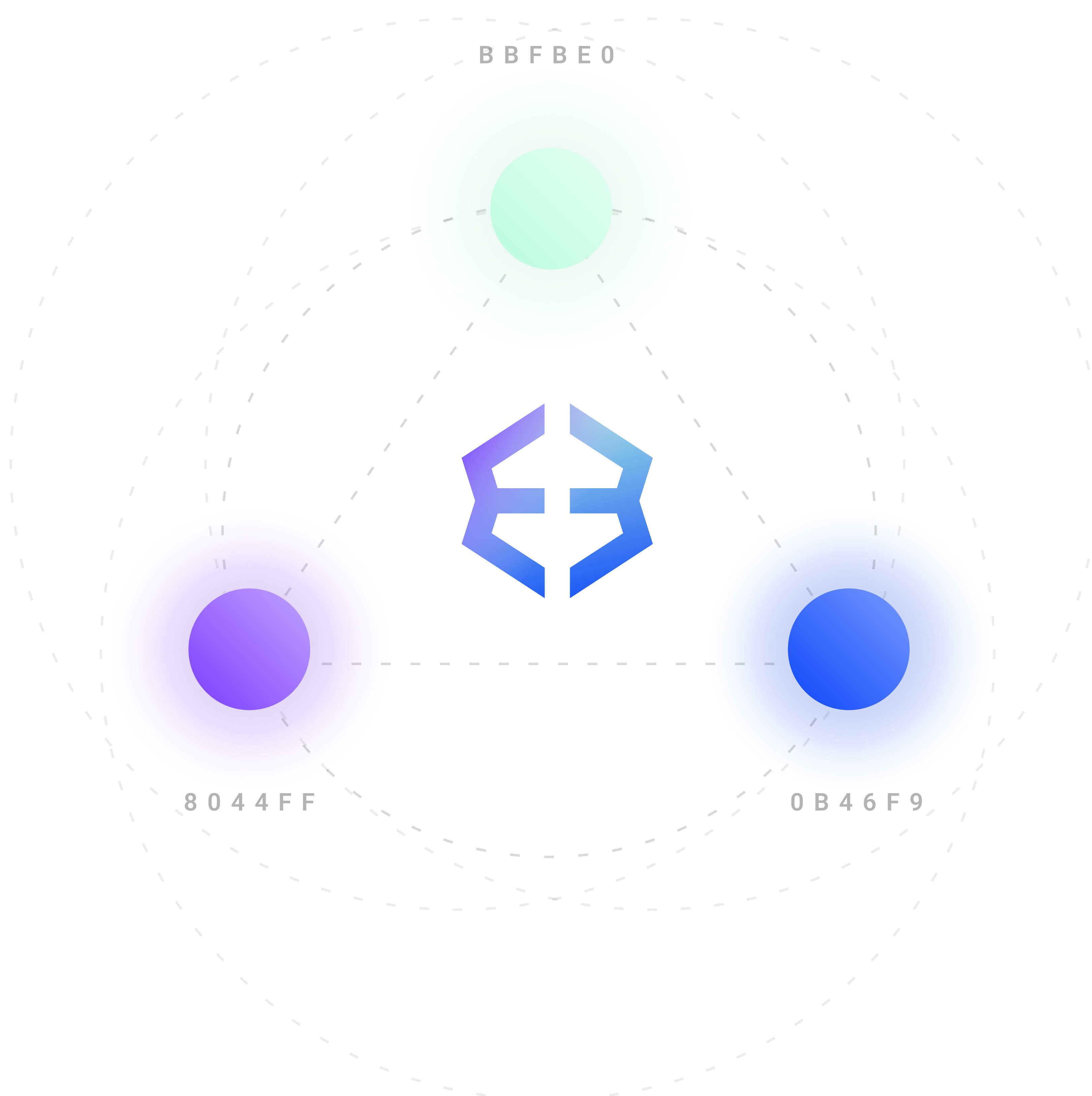
Chapter 1: Logo



Exodus is dedicated to designing a personalized, emotional experience. We ensure every detail helps customers secure, manage, and exchange their digital assets in a safe and easy way.

The evolved Exodus logomark comprises 4 arrows to represent send, receive, and exchange—a nod to our original, core product that started it all in 2015.

[Download Exodus logo set](#)



Chapter 2: Leadership



CO-FOUNDER AND CEO

JP Richardson

JP co-founded the company in 2015 with a mission: build a beautiful, user-friendly app for crypto. Today, Exodus has 4.5 million customers and employs 215 people worldwide who all receive 100% of their salary in bitcoin. Under JP's leadership, Exodus became the first US company to conduct an SEC-qualified crypto-only public offering in 2021, and the only one to have its common stock tokenized on the blockchain.



CO-FOUNDER, PRESIDENT OF 3ZERO

Daniel Castagnoli

From subtle sounds to smooth animations, Daniel and his team take care of each detail. He is a master of emotional design and has designed experiences for Apple, BMW, Disney, Louis Vuitton, and Nike.

CHIEF FINANCIAL OFFICER

James Gernetzke

Partnering to grow businesses is in James' DNA. Previously CFO of Banyan Medical Systems and Director of Finance at First Data (Fiserv), he is a CPA and received his MBA from Kellogg at Northwestern.

CHIEF TECHNICAL OFFICER

Matias Olivera

Matias joined Exodus in December 2019 and immediately made a meaningful impact in his multiple engineering roles. As CTO, he strategically guides the company's technological advancements in the ever-evolving world of crypto.

CHIEF LEGAL OFFICER

Veronica McGregor

Veronica brings over 20 years of experience as legal counsel to fast-growing companies in the crypto space. Recently she served as Chief Legal Officer at Shapeshift.

Chapter 3:

Exodus Products

Exodus is designed to make day-to-day crypto management easy and enjoyable, while making critical portfolio-influencing actions accessible in just a few clicks.

Exodus Mobile, Exodus Desktop, and Exodus Browser Extension empower users to take control, diversify, and grow their crypto wealth. It's the definitive platform for ambitious investors seeking a powerful yet user-friendly tool to execute their crypto strategy with ease and efficiency.

Here's what sets Exodus apart...

Effortless Trading

Seamless Swaps*: Swap thousands of crypto trading pairs with a user-friendly interface. No complex exchanges or account creation necessary.

Total Control

You Control Your Keys, You Control Your Crypto: Exodus is a self-custody platform, meaning you hold the private keys to your assets, ensuring the highest level of security and control.

Portfolio Growth Potential

Effortless Staking*: Earn rewards on your crypto holdings with intuitive staking and auto-restaking features.

Ultimate Flexibility


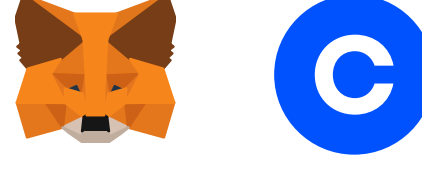
Unlimited Assets: Add any token on a supported network to your Exodus wallet. Never be limited by platform restrictions.

Catering to Your Crypto Needs

Diversification Made Easy: Build a robust and diverse portfolio with access to a vast library of crypto assets.

Chapter 4:

Exodus vs. The Competition

	 Exodus	 Metamask and Coinbase
Tokens	100,000+ tokens supported	100,000+ tokens supported
Networks	50+ blockchain networks supported	Limited network support
Staking*	Built-in staking for multiple assets	Limited staking options
Trading pairs*	Cross-chain swaps, 100k trading pairs	Limited trading pairs
Cross-device compatibility	Sync mobile and desktop wallet with a QR code	Not supported
Customer support	24/7 customer support within an hour	Slow: hours to days

→ [Watch Exodus Crypto Wallet Overview video](#)



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