

1-A: Filer Information

Issuer CIK	<input type="text" value="0001821534"/>
Issuer CCC	<input type="text" value="XXXXXXXX"/>
DOS File Number	<input type="text"/>
Offering File Number	<input type="text" value="024-11468"/>
Is this a LIVE or TEST Filing?	<input checked="" type="radio"/> LIVE <input type="radio"/> TEST
Would you like a Return Copy?	<input checked="" type="checkbox"/>
Notify via Filing Website only?	<input type="checkbox"/>
Since Last Filing?	<input type="checkbox"/>

Submission Contact Information

Name	<input type="text"/>
Phone	<input type="text"/>
E-Mail Address	<input type="text"/>

1-A: Item 1. Issuer Information

Issuer Information

Exact name of issuer as specified in the issuer's charter	<input type="text" value="Exodus Movement, Inc."/>
Jurisdiction of Incorporation / Organization	<input type="text" value="DELAWARE"/>
Year of Incorporation	<input type="text" value="2016"/>
CIK	<input type="text" value="0001821534"/>
Primary Standard Industrial Classification Code	<input type="text" value="SERVICES-COMPUTER PROGRAMMING SERVICES"/>
I.R.S. Employer Identification Number	<input type="text" value="81-3548560"/>
Total number of full-time employees	<input type="text" value="60"/>
Total number of part-time employees	<input type="text" value="4"/>

Contact Information

Address of Principal Executive Offices

Address 1	<input type="text" value="15418 WEIR STREET"/>
Address 2	<input type="text" value="#333"/>
City	<input type="text" value="OMAHA"/>
State/Country	<input type="text" value="NEBRASKA"/>
Mailing Zip/ Postal Code	<input type="text" value="68137"/>
Phone	<input type="text" value="833-992-2566"/>

Provide the following information for the person the Securities and Exchange Commission's staff should call in connection with any pre-qualification review of the offering statement.

Name	<input type="text" value="Amy Caiazza"/>
------	--

Address 1	<input type="text"/>
Address 2	<input type="text"/>
City	<input type="text"/>
State/Country	<input type="text"/>
Mailing Zip/ Postal Code	<input type="text"/>
Phone	<input type="text"/>

Provide up to two e-mail addresses to which the Securities and Exchange Commission's staff may send any comment letters relating to the offering statement. After qualification of the offering statement, such e-mail addresses are not required to remain active.

Financial Statements

Use the financial statements for the most recent period contained in this offering statement to provide the following information about the issuer. The following table does not include all of the line items from the financial statements. Long Term Debt would include notes payable, bonds, mortgages, and similar obligations. To determine "Total Revenues" for all companies selecting "Other" for their industry group, refer to Article 5-03(b)(1) of Regulation S-X. For companies selecting "Insurance", refer to Article 7-04 of Regulation S-X for calculation of "Total Revenues" and paragraphs 5 and 7 of Article 7-04 for "Costs and Expenses Applicable to Revenues".

Industry Group (select one) Banking Insurance Other

Balance Sheet Information

Cash and Cash Equivalents	\$ 2612000.00
Investment Securities	\$ 0.00
Total Investments	\$
Accounts and Notes Receivable	\$ 2753000.00
Loans	\$
Property, Plant and Equipment (PP&E):	\$ 390000.00
Property and Equipment	\$
Total Assets	\$ 20751000.00
Accounts Payable and Accrued Liabilities	\$ 1537000.00
Policy Liabilities and Accruals	\$
Deposits	\$
Long Term Debt	\$ 1391000.00
Total Liabilities	\$ 2928000.00
Total Stockholders' Equity	\$ 17823000.00
Total Liabilities and Equity	\$ 20751000.00

Statement of Comprehensive Income Information

Total Revenues	\$ 21251000.00
Total Interest Income	\$
Costs and Expenses Applicable to Revenues	\$ 8806000.00
Total Interest Expenses	\$

Depreciation and Amortization	\$ 736000.00
Net Income	\$ 8177000.00
Earnings Per Share - Basic	\$ 0.36
Earnings Per Share - Diluted	\$ 0.41
Name of Auditor (if any)	Withum Smith Brown, PC

Outstanding Securities

Common Equity

Name of Class (if any) Common Equity	Class A common stock
Common Equity Units Outstanding	0
Common Equity CUSIP (if any):	
Common Equity Units Name of Trading Center or Quotation Medium (if any)	

Common Equity

Name of Class (if any) Common Equity	Class B common stock
Common Equity Units Outstanding	20011830
Common Equity CUSIP (if any):	0
Common Equity Units Name of Trading Center or Quotation Medium (if any)	0

Preferred Equity

Preferred Equity Name of Class (if any)	
Preferred Equity Units Outstanding	0
Preferred Equity CUSIP (if any)	
Preferred Equity Name of Trading Center or Quotation Medium (if any)	

Debt Securities

Debt Securities Name of Class (if any)	
Debt Securities Units Outstanding	0
Debt Securities CUSIP (if any):	
Debt Securities Name of Trading Center or Quotation Medium (if any)	

1-A: Item 2. Issuer Eligibility

Issuer Eligibility

Check this box to certify that all of the following statements are true for the issuer(s)



- Organized under the laws of the United States or Canada, or any State, Province, Territory or possession thereof, or the District of Columbia.
- Principal place of business is in the United States or Canada.
- Not subject to section 13 or 15(d) of the Securities Exchange Act of 1934.
- Not a development stage company that either (a) has no specific business plan or purpose, or (b) has indicated that its business plan is to merge with an unidentified company or companies.
- Not an investment company registered or required to be registered under the Investment Company Act of 1940.
- Not issuing fractional undivided interests in oil or gas rights, or a similar interest in other mineral rights.
- Not issuing asset-backed securities as defined in Item 1101 (c) of Regulation AB.

- Not, and has not been, subject to any order of the Commission entered pursuant to Section 12(j) of the Exchange Act (15 U.S.C. 78l(j)) within five years before the filing of this offering statement.
- Has filed with the Commission all the reports it was required to file, if any, pursuant to Rule 257 during the two years immediately before the filing of the offering statement (or for such shorter period that the issuer was required to file such reports).

1-A: Item 3. Application of Rule 262

Application Rule 262

Check this box to certify that, as of the time of this filing, each person described in Rule 262 of Regulation A is either not disqualified under that rule or is disqualified but has received a waiver of such disqualification.



Check this box if "bad actor" disclosure under Rule 262(d) is provided in Part II of the offering statement.



1-A: Item 4. Summary Information Regarding the Offering and Other Current or Proposed Offerings

Summary Information

Check the appropriate box to indicate whether you are conducting a Tier 1 or Tier 2 offering

Tier1 Tier2

Check the appropriate box to indicate whether the financial statements have been audited

Unaudited Audited

Types of Securities Offered in this Offering Statement (select all that apply)

Equity (common or preferred stock)

Does the issuer intend to offer the securities on a delayed or continuous basis pursuant to Rule 251(d)(3)?

Yes No

Does the issuer intend this offering to last more than one year?

Yes No

Does the issuer intend to price this offering after qualification pursuant to Rule 253(b)?

Yes No

Will the issuer be conducting a best efforts offering?

Yes No

Has the issuer used solicitation of interest communications in connection with the proposed offering?

Yes No

Does the proposed offering involve the resale of securities by affiliates of the issuer?

Yes No

Number of securities offered

Number of securities of that class outstanding

The information called for by this item below may be omitted if undetermined at the time of filing or submission, except that if a price range has been included in the offering statement, the midpoint of that range must be used to respond. Please refer to Rule 251(a) for the definition of "aggregate offering price" or "aggregate sales" as used in this item. Please leave the field blank if undetermined at this time and include a zero if a particular item is not applicable to the offering.

Price per security

The portion of the aggregate offering price attributable to securities being offered on behalf of the issuer

The portion of the aggregate offering price attributable to securities being offered on behalf of selling securityholders

The portion of the aggregate offering price attributable to all the securities of the issuer sold pursuant to a qualified offering statement within the 12 months before the qualification of this offering statement

The estimated portion of aggregate sales attributable to securities that may be sold pursuant to any other qualified offering statement concurrently with securities being sold under this offering statement

Total (the sum of the aggregate offering price and aggregate sales in the four preceding paragraphs)

Anticipated fees in connection with this offering and names of service providers

Underwriters - Name of Service Provider

Underwriters - Fees

Sales Commissions - Name of Service Provider	<input type="text"/>	Sales Commissions - Fee	\$ <input type="text"/>
Finders' Fees - Name of Service Provider	<input type="text"/>	Finders' Fees - Fees	\$ <input type="text"/>
Accounting or Audit - Name of Service Provider	WithumSmith&Brown, PC	Accounting or Audit - Fees	\$ 324196.00
Legal - Name of Service Provider	Wilson Sonsini Goodrich & Rosati, P.C.	Legal - Fees	\$ 1200000.00
Promoters - Name of Service Provider	<input type="text"/>	Promoters - Fees	\$ <input type="text"/>
Blue Sky Compliance - Name of Service Provider	<input type="text"/>	Blue Sky Compliance - Fees	\$ <input type="text"/>
CRD Number of any broker or dealer listed:	<input type="text"/>		
Estimated net proceeds to the issuer	\$ 51000000.00		
Clarification of responses (if necessary)	<input type="text"/>		

1-A: Item 5. Jurisdictions in Which Securities are to be Offered

Jurisdictions in Which Securities are to be Offered

Using the list below, select the jurisdictions in which the issuer intends to offer the securities

Selected States and Jurisdictions

- [ALABAMA](#)
- [ALASKA](#)
- [ARKANSAS](#)
- [CALIFORNIA](#)
- [COLORADO](#)
- [CONNECTICUT](#)
- [DELAWARE](#)
- [DISTRICT OF COLUMBIA](#)
- [GEORGIA](#)
- [HAWAII](#)
- [IDAHO](#)
- [ILLINOIS](#)
- [INDIANA](#)
- [IOWA](#)
- [KANSAS](#)
- [KENTUCKY](#)
- [LOUISIANA](#)
- [MAINE](#)
- [MARYLAND](#)
- [MASSACHUSETTS](#)
- [MICHIGAN](#)
- [MINNESOTA](#)
- [MISSISSIPPI](#)
- [MISSOURI](#)
- [MONTANA](#)
- [NEBRASKA](#)
- [NEVADA](#)
- [NEW HAMPSHIRE](#)
- [NEW JERSEY](#)
- [NEW MEXICO](#)
- [NEW YORK](#)
- [NORTH CAROLINA](#)
- [NORTH DAKOTA](#)
- [OHIO](#)
- [OKLAHOMA](#)
- [OREGON](#)
- [PENNSYLVANIA](#)
- [PUERTO RICO](#)
- [RHODE ISLAND](#)
- [SOUTH CAROLINA](#)
- [SOUTH DAKOTA](#)
- [TENNESSEE](#)
- [UTAH](#)
- [VERMONT](#)
- [VIRGINIA](#)

WASHINGTON
WEST VIRGINIA
WISCONSIN
WYOMING

Using the list below, select the jurisdictions in which the securities are to be offered by underwriters, dealers or sales persons or check the appropriate box

- None
- Same as the jurisdictions in which the issuer intends to offer the securities
- Selected States and Jurisdictions

1-A: Item 6. Unregistered Securities Issued or Sold Within One Year

Unregistered Securities Issued or Sold Within One Year

None

Unregistered Securities Issued

As to any unregistered securities issued by the issuer of any of its predecessors or affiliated issuers within one year before the filing of this Form 1-A, state:

(a) Name of such issuer	Exodus Movement, Inc.
(b)(1) Title of securities issued	Options to Purchase Class B Common Stock
(2) Total Amount of such securities issued	1091680
(3) Amount of such securities sold by or for the account of any person who at the time was a director, officer, promoter or principal securityholder of the issuer of such securities, or was an underwriter of any securities of such issuer.	0
(c)(1) Aggregate consideration for which the securities were issued and basis for computing the amount thereof.	0
(2) Aggregate consideration for which the securities listed in (b)(3) of this item (if any) were issued and the basis for computing the amount thereof (if different from the basis described in (c)(1)).	

Unregistered Securities Issued

As to any unregistered securities issued by the issuer of any of its predecessors or affiliated issuers within one year before the filing of this Form 1-A, state:

(a) Name of such issuer	Exodus Movement, Inc.
(b)(1) Title of securities issued	Class B Common Stock
(2) Total Amount of such securities issued	2929298
(3) Amount of such securities sold by or for the account of any person who at the time was a director, officer, promoter or principal securityholder of the issuer of such securities, or was an underwriter of any securities of such issuer.	0
(c)(1) Aggregate consideration for which the securities were issued and basis for computing the amount thereof.	\$54,272 (aggregate amount of consideration payable for the exercise of options under the option agreements)
(2) Aggregate consideration for which the securities listed in (b)(3) of this item (if any) were issued and the basis for computing the amount thereof (if different from the basis described in (c)(1)).	

Unregistered Securities Act

(d) Indicate the section of the Securities Act or Commission rule or regulation relied upon for exemption from the registration requirements of such Act and state briefly the facts relied upon for such exemption	Section 4(a)(2) of the Securities Act of 1933, as amended, and Rule 701 under the Securities Act of 1933, as amended
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[TABLE OF CONTENTS](#)

An offering statement pursuant to Regulation A relating to these securities has been filed with the Securities and Exchange Commission. Information contained in this Preliminary Offering Circular is subject to completion or amendment. These securities may not be sold nor may offers to buy be accepted before the offering statement filed with the Commission is qualified. This Preliminary Offering Circular shall not constitute an offer to sell or the solicitation of an offer to buy nor may there be any sales of these securities in any state in which such offer, solicitation or sale would be unlawful before registration or qualification under the laws of any such state. We may elect to satisfy our obligation to deliver a Final Offering Circular by sending you a notice within two business days after the completion of our sale to you that contains the URL where the Final Offering Circular or the offering statement in which such Final Offering Circular was filed may be obtained.

As filed with the Securities and Exchange Commission on March 24, 2021.
PART II — INFORMATION REQUIRED IN OFFERING CIRCULAR

Preliminary Offering Circular dated March 24, 2021



Exodus Movement, Inc.
2,733,229 shares of Class A Common Stock
Address:
15418 Weir Street, #333
Omaha, NE 68137

Exodus Movement, Inc. (“we” or the “Company”), a Delaware corporation (together with its affiliates, “Exodus”), is offering up to 1,914,661 shares of our Class A common stock, and the selling stockholders identified in this offering circular are offering an additional 818,568 shares of our Class A common stock (the “Offering”). We will not receive any proceeds from the sale of shares of Class A common stock by the selling stockholders. The initial price per share is \$27.42, for an aggregate offering amount of up to \$75,000,000. There is no required minimum number of securities or amount of proceeds that must be sold as a condition to completion of the Offering.

We have two classes of authorized common stock, Class A common stock and Class B common stock. All shares of our capital stock outstanding prior to this Offering are shares of our Class B common stock. The rights of the holders of Class A common stock and Class B common stock are identical, except with respect to voting and conversion rights. Each share of Class A common stock is entitled to one vote per share. Each share of Class B common stock is entitled to ten votes per share and is convertible into one share of Class A common stock. Outstanding shares of Class B common stock will represent approximately 99% of the voting power of our outstanding capital stock immediately following the closing of this Offering. Our Class A common stock initially will not be listed on any securities exchange or available to trade on any alternative trading system (“ATS”). We intend to make our Class A common stock available for trading on several ATS, including the tZERO ATS. However, we cannot provide any assurance that we will be successful in making our Class A common stock available to trade on any ATS. We do not intend to separately apply for the listing of our Class A common stock on any U.S. securities exchange. We will not offer or sell our Class A common stock within Arizona, Florida or Texas, or to any resident of those states.

We intend that each share of our Class A common stock will be represented by a digital Common Stock Token that will be viewed through the Exodus Platform. Common Stock Tokens are not shares of Class A common stock; rather, they are digital representations of the number of shares purchased and held by a given stockholder. Both our transfer agent, Securitize LLC, a Delaware limited liability company (the “Transfer Agent” or “Securitize”), and any ATS we may use may have the ability to both support trades in our Class A common stock and transfers of our Common Stock Tokens; however, it is not a condition to the closing of the Offering that the Common Stock Tokens be made available to holders of our Class A common stock or be able to be transferred on any ATS. The transfer of Common Stock Tokens may not be supported by all ATSs that may trade our Class A common stock. Holders of shares of our Class A common stock will always have the ability to transfer such shares through the book-entry transfer facilities of the Transfer Agent. Should we make Common Stock Tokens available, we reserve the right to discontinue the usage of Common Stock Tokens and revert to traditional or other methods of share certification.

We are selling our Class A common stock priced in U.S. dollars. In order to purchase shares of our Class A common stock, a new potential purchaser must first create an account on the website of our Transfer Agent. This can be done directly on the website of the Transfer Agent, or it can be done through a link to the Transfer Agent’s website from within the Exodus Platform. Potential purchasers must pay the purchase price for our Class A common stock in either Bitcoin, Ether, or USDC (the stablecoin issued by Circle). Purchasers must also pay the applicable network fee required to transact in the purchaser’s selected crypto asset, which is paid directly to the crypto asset’s network, not to Exodus. All proceeds for the sale of our Class A common stock will be held in escrow until the closing of the Offering. All of the Bitcoin, Ether and USDC proceeds for the sale of our Class A common stock will be held by Exodus in a separate wallet designated as the “crypto escrow wallet.” We will not use a third-party escrow agent in connection with this Offering. Upon the closing of the Offering, our Transfer Agent will record the issuance of each share of Class A common stock to the relevant purchasers, and we will release the escrowed proceeds to us and the selling stockholders. If the Offering is terminated or expires prior to the closing of the Offering and no shares of our Class A common stock have been issued, we will release the escrowed proceeds back to the relevant purchasers. Escrowed proceeds will be released back in the amount and form of payment that was made on the original date of payment, and payments will be returned in the same crypto asset that such payment was made in. If the offering is terminated or expires for any reason or if we reject a purchaser’s subscription for any reason, and no shares of our Class A common stock have been issued to such purchaser, we will not have any obligation to such purchaser except to return such purchaser’s subscription payment in the form of payment that was used by the participant on the original payment date.

We have entered into a custody agreement with each selling stockholder, and each selling stockholder has granted us an irrevocable power of attorney, so as to enable us to sell the relevant selling stockholder’s shares on their behalf.

The Offering will commence within two calendar days following the qualification of the Offering. The Offering will terminate at the earlier of (1) December 31, 2021 (2) the date on which all 2,733,229 shares of our Class A common stock subject to the Offering have been sold, (3) the date which is one year after this Offering is qualified by the U.S. Securities and Exchange Commission (which we refer to as the “SEC” or the “Commission”), or (4) the date on which this Offering is earlier terminated by the Company in its sole discretion (which we refer to as the “Termination Date”).

See the section titled “Risk Factors” beginning on page 17 to read about factors you should consider before buying shares of our Class A common stock.

Neither the SEC nor any state securities commission has approved or disapproved these securities or determined if this offering circular is accurate or complete. Any representation to the contrary is a criminal offense.

	<u>Per share</u>	<u>Total</u>
Initial offering price	\$27.42	\$75,000,000
Proceeds to Exodus Movement, Inc., before expenses	\$27.42	\$52,500,000
Proceeds to the selling stockholders, before expenses	\$27.42	\$22,500,000

In conjunction with this Offering, we intend to directly list our Class A common stock on the MERJ Exchange in the Republic of Seychelles. Trading in our Class A common stock on the MERJ Exchange will be limited to non-U.S. persons located outside of the U.S.

The United States Securities and Exchange Commission does not pass upon the merits of or give its approval to any securities offered or the terms of the Offering, nor does it pass upon the accuracy or completeness of any offering circular or other solicitation materials. These securities are offered pursuant to an exemption from registration with the Commission; however, the Commission has not made an independent determination that the securities offered are exempt from registration.

Generally, no sale may be made to you in this Offering if the aggregate purchase price you pay is more than 10% of the greater of your annual income or net worth. Different rules apply to accredited investors and non-natural persons. Before making any representation that your investment does not exceed applicable thresholds, we encourage you to review Rule 251(d)(2)(i)(C) of Regulation A. For general information on investing, we encourage you to refer to www.investor.gov.

For more information concerning the procedures of the Offering, please refer to “Plan of Distribution” beginning on page 113.

We are following the “Offering Circular” disclosure format under Regulation A.
The date of this offering circular is March 24, 2021.

TABLE OF CONTENTS

	<u>Page</u>
<u>OFFERING SUMMARY</u>	<u>1</u>
<u>RISK FACTORS</u>	<u>17</u>
<u>SPECIAL NOTE REGARDING FORWARD-LOOKING STATEMENTS</u>	<u>59</u>
<u>USE OF PROCEEDS</u>	<u>60</u>
<u>DIVIDEND POLICY</u>	<u>61</u>
<u>CAPITALIZATION</u>	<u>62</u>
<u>DILUTION</u>	<u>64</u>
<u>MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS</u>	<u>65</u>
<u>BUSINESS</u>	<u>73</u>
<u>MANAGEMENT</u>	<u>94</u>
<u>COMPENSATION OF DIRECTORS AND EXECUTIVE OFFICERS</u>	<u>96</u>
<u>CERTAIN RELATIONSHIPS AND RELATED PARTY TRANSACTIONS</u>	<u>99</u>
<u>PRINCIPAL AND SELLING STOCKHOLDERS</u>	<u>100</u>
<u>DESCRIPTION OF CAPITAL STOCK</u>	<u>103</u>
<u>CERTAIN UNITED STATES FEDERAL INCOME TAX CONSIDERATIONS</u>	<u>109</u>
<u>PLAN OF DISTRIBUTION</u>	<u>113</u>
<u>LEGAL MATTERS</u>	<u>122</u>
<u>EXPERTS</u>	<u>123</u>
<u>WHERE YOU CAN FIND ADDITIONAL INFORMATION</u>	<u>124</u>
<u>INDEX TO CONSOLIDATED FINANCIAL STATEMENTS</u>	<u>F-1</u>

Neither we nor the selling stockholders have authorized anyone to provide any information or to make any representations other than those contained in this offering circular or in any "testing the waters" materials we have prepared. We and the selling stockholders take no responsibility for, and can provide no assurance as to the reliability of, any other information that others may give you.

To the extent the information in this offering circular, without regard to any "testing the waters" materials, conflicts with, or differs from, the information provided in any "testing the waters" materials, the information in this offering circular, again without regard to any "testing the waters" materials, supersedes and replaces any such conflicting or differing information.

We and the selling stockholders are offering to sell shares of our Class A common stock, and are seeking offers to buy shares of our Class A common stock, only in jurisdictions where such offers and sales are permitted. The information contained in this offering circular is current only as of its date.

IMPORTANT INFORMATION ABOUT THIS OFFERING CIRCULAR

Please carefully read the information in this offering circular and any accompanying offering circular supplements, which we refer to collectively as the “offering circular.” You should rely only on the information contained in this offering circular. We have not authorized anyone to provide you with different information. This offering circular may only be used where it is legal to sell these securities. You should not assume that the information contained in this offering circular is accurate as of any date later than the date hereof or such other dates as are stated herein or as of the respective dates of any documents or other information incorporated herein by reference.

This offering circular is part of an offering statement that we filed with the SEC, using a continuous offering process. Periodically, as we make material developments, we will provide an offering circular supplement that may add, update or change information contained in this offering circular. Any statement that we make in this offering circular will be modified or superseded by any inconsistent statement made by us in a subsequent offering circular supplement. The offering statement we filed with the SEC includes exhibits that provide more detailed descriptions of the matters discussed in this offering circular. You should read this offering circular and the related exhibits filed with the SEC and any offering circular supplement, together with additional information contained in our annual reports, semi-annual reports and other reports and information statements that we will file periodically with the SEC. See the section entitled “*Where You Can Find Additional Information*” on page [124](#) for more details.

The offering statement and all supplements and reports that we have filed or will file in the future can be read at the SEC website, www.sec.gov.

We will be permitted to make a determination that the purchasers of stock in this offering are “qualified purchasers” in reliance on the information and representations provided by the purchaser regarding the purchaser’s financial situation. **Before making any representation that your investment does not exceed applicable thresholds, we encourage you to review Rule 251(d)(2)(i)(C) of Regulation A. For general information on investing, we encourage you to refer to www.investor.gov.**

OFFERING SUMMARY

This offering summary highlights material information regarding our Class A common stock, our business and this offering. Because it is a summary, it may not contain all of the information that is important to you. To understand this offering fully, you should read the entire offering circular carefully, in particular the sections entitled “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” and the consolidated financial statements and the notes relating to those consolidated financial statements included elsewhere in this offering circular before making a decision to invest in our Class A common stock.

Unless the context requires otherwise, in this offering circular, the terms “we,” “us,” “our,” the “Company” and “Exodus” refer to Exodus Movement, Inc., and its wholly owned subsidiary, Proper Trust AG, a Swiss corporation.

This offering circular uses certain technical terms. These technical terms are defined in the “Glossary” beginning on page 9 in this offering circular.

Our Mission

Our mission is to ignite an exodus from the traditional banking system by empowering people to secure, manage and use their crypto assets. On December 9, 2015, we launched our desktop-based platform (the “**Exodus Platform**”) for holding and using their crypto assets, and every two weeks since our launch, we have released new updates that continued to develop, build on and improve the Exodus Platform.

We believe that crypto assets should be easy to use and easy to understand. Crypto assets have the potential to profoundly change the way society does business, manages its wealth and even looks at money itself—but unlocking these possibilities first requires that crypto assets be made accessible and engaging, without technical jargon or complexities obscuring the core features, benefits and uses of crypto assets.

We are relentlessly focused on delivering the best customer experience in the blockchain and crypto asset industry. We have built a platform that brings together a simple, elegant and intuitive interface with powerful functionality—including support for over 100 crypto assets, integrations with seven crypto-to-crypto exchanges and five number integrations with third-party applications, such as Compound Finance and SportX.

Digital Format Exodus Common Stock

We are offering shares of our Class A common stock. The shares will be issued in book-entry form as reflected on the books of Securitize, which is our Transfer Agent. For more information, see “*Description of Capital Stock.*” Purchases or transfers of our Class A common stock will be executed by the Transfer Agent.

Our Class A common stock exists solely as book-entry shares within the records of the Transfer Agent. Shares of our Class A common stock will not have traditional share certificates. We intend that each share of our Class A common stock will be represented by a digital Common Stock Token that will be viewed through the Exodus Platform. Common Stock Tokens are only digital representations of our Class A common stock, contain no voting, governance, economic or other rights, and cannot be traded independently of the Class A common stock. At the time of the commencement of this Offering, our Common Stock Tokens will not yet be available. We expect that our Common Stock Tokens will be available within nine months of the qualification of this offering. If we make Common Stock Tokens available we will notify our Class A common stock holders by filing a Form 1-U, contacting the holders of our Class A common stock directly through our desktop and mobile apps, and posting notices on our desktop and mobile apps. Common Stock Tokens are not shares of Class A common stock; rather, they are digital representations of the number of shares purchased and held by a given stockholder. We recognize that the use of Common Stock Tokens as representations of the number of shares purchased and held by a given stockholder is novel, and therefore we reserve the right to discontinue the usage of Common Stock Tokens. Should we choose to discontinue the usage of Common Stock Tokens, this decision would have no effect on the ability of holders of our Class A common stock to trade their Class A common stock on an ATS or through other means. The ownership and transfer of shares of our Class A common stock will be recorded in book-entry form by the Transfer Agent. If we make Common Stock Tokens available, a record of the movements of the Common Stock Tokens will be recorded on a blockchain network approved by our Transfer Agent using the Common Stock Tokens and the Transfer Agent will have access to that blockchain-based record. If a transfer or sale of Class A common stock is made and the seller possesses Common Stock Tokens but does not transfer to the buyer the number of Common Stock Tokens that corresponds to the amount of Class A

common stock sold, the Transfer Agent will remove the relevant amount of Common Stock Tokens from the seller's digital wallet and burn them, so that they no longer exist. If a purchaser of Class A common stock has an Exodus digital wallet and wishes to possess Common Stock Tokens, but the seller of the Class A common stock either did not possess Common Stock Tokens, or did not provide them to the purchaser, the Transfer Agent will provide the purchaser with new Common Stock Tokens.

Although records of secondary transfers of Common Stock Tokens between stockholders, which we refer to as "peer-to-peer" transactions, would be viewable on a blockchain network, record and beneficial ownership of our Class A common stock are reflected solely on the book-entry records of the Transfer Agent. The Transfer Agent is regulated by the SEC and the Transfer Agent's records constitute the only official shareholder records for our Class A common stock and govern the record ownership of our Class A common stock in all circumstances.

Common Stock Tokens are "Securitize DS Protocol" digital tokens that are transferrable between approved accounts on the Exodus Platform in peer-to-peer transactions on a blockchain network approved by the Transfer Agent. Common Stock Tokens are created, held, distributed, maintained and deleted by the Transfer Agent, and not by Exodus. The Transfer Agent uses the Securitize DS Standard (which can interface with various blockchain networks' programming standards) to program any relevant compliance-related transfer restrictions that would traditionally have been printed on a paper stock certificate onto "smart contracts" (computer programs written to the relevant blockchain), which allows the smart contract to impose the relevant conditions on the transfer of the Common Stock Tokens. One example of such coding is a restriction on to whom Common Stock Tokens may be transferred. Common Stock Tokens cannot be created or deleted by any entity other than the Transfer Agent.

Overview of Our Business

Our Industry

We operate in the financial technology subsector of the greater blockchain and crypto asset industry, and our customers are both experienced people and entities familiar with this technology and those new to financial solutions powered by blockchain technology and crypto assets. The following are descriptions of key technology used in our industry.

Blockchain Technology

Blockchain technology utilizes an open, distributed ledger managed by a peer-to-peer network to record transactions between parties linked to the blockchain. The Bitcoin blockchain, and other blockchains, such as those of Ethereum and Litecoin, can be thought of as public record books of crypto asset transactions. These record books are "decentralized" or stored on multiple computers around the world.

Crypto Assets

Crypto assets are digital assets that exist on a particular blockchain and can be moved from one party to another party on that blockchain. There are different types of crypto assets, as some crypto assets represent stakes in a particular project, some add functionality to blockchain-based platforms, and some are intended to function like currencies, such as Bitcoin, and do not represent a stake in a particular project or company. Crypto assets are directly held by their owners and are immediately transferable, subject to applicable law.

Private and Public Keys

In order to send crypto assets from a blockchain address, a private key is required to "unlock" those crypto assets. The private key will allow its holder to access and spend the crypto assets located at a particular blockchain address. Anyone who holds a private key can access the crypto assets located at that blockchain address. If the holder of the assets loses or gives someone their private key, their assets are at risk. Public keys identify a particular blockchain address, but do not enable that address to be unlocked. Instead, public keys act like a mailing address, so that a user can send a crypto asset to the "address" provided by the public key. Therefore, if one wants to receive crypto assets from someone else, one must give the other party their crypto address by giving the other party their public key.

Key Management Solutions: Custodial vs. Non-Custodial

The person or entity that holds the private key for a public wallet address controls the asset stored in that wallet. Private key management solutions generally fall into two broad categories, custodial and non-custodial key management.

- Custodial key management: In this structure, a company or platform generates the private keys for their customers and administers any and all funds sent to the addresses tied to those private keys. Custodial key management solutions become custodians of their customers funds and in that respect are extremely similar to centralized banks.
- Non-custodial key management: In this solution, a person or entity generates (using software or other means) and secures (often on their own computer or written down on a piece of paper) their own private keys and all funds are sent to the address tied to those private keys. Non-custodial key management solutions are not custodians of their users' funds, but are merely repositories for the funds, similar to the way a physical safety box or leather wallet provides a means for people to secure their own wealth.

While today the majority of people use custodial key management solutions, we believe that custodial key management solutions serve merely as a temporary bridge between traditional institutionalized financial systems and the financial freedom offered by complete non-custodial control over one's crypto assets.

Blockchain-based Financial Technology

Non-custodial holding of crypto assets offers consumers a payment option that does not rely on the traditional banking system. We believe that, as more people become interested in and begin to hold crypto assets, they will look for new ways to interact with their crypto assets. Crypto assets have significant advantages over traditional fiat currency, particularly when used on non-custodial platforms. Unlike fiat currency held in traditional banks, crypto assets on non-custodial platforms are designed to be available at all times. A non-custodial system is designed not to have limited operating hours, restrictions on when markets open and close, or bank holidays. Crypto assets can also be transferred in real time, as the underlying technology is designed to avoid lengthy settlement periods, and, if transactions complete successfully, crypto assets will always end up at the wallet address to which they are sent with a proof of receipt forever etched in the blockchain, which functions as a public ledger. Most importantly, holders of crypto assets control their funds. They do not need to rely on any bank or custodian entity to provide access to their own assets.

Wallets

Software-based technology allows users to manage their private keys that grant access to their crypto assets. This technology is known as a wallet. Wallets do not actually store crypto assets the way one might store a twenty-dollar bill in a physical leather wallet. Rather, the crypto assets remain stored at a particular blockchain address on the relevant blockchain, as described above in "*Private and Public Keys*," and wallets allow users to manage the private keys that grant access to the blockchain addresses where their crypto assets are stored.

Our Solution — The Exodus Platform

We built the Exodus Platform to give our customers the power to quickly secure, control, and manage their digital wealth. Our platform allows our customers to store and access their crypto assets in a non-custodial, secure environment that only they control on their desktop and mobile devices while delivering a simple, elegant and intuitive experience. Our platform is intended to provide the trustworthiness of your bank's online portal without service windows and clunky interfaces, and the speed of centralized crypto exchanges without the risk of third-party custody – we aim to provide our customers with the best of both worlds in Exodus.

The Exodus Platform allows our customers to leverage the power of crypto assets in an easy and straightforward way, without compromising privacy or the security of their crypto assets. We accomplish this by:

- helping to ensure that our customers retain full control over the crypto assets held in their Exodus wallet by encrypting the private keys locally on our customers' own devices;

- streamlining the process of creating wallets for transacting in over 100 crypto assets, as well as offering a range of wallet options to hold customers' private keys (including hot and cold wallets) so customers can quickly access the features they want without being distracted by unnecessary or confusing technical information;
- hosting and maintaining our own robust server infrastructure to ensure near 100% uptime, 24/7, for all crypto assets and services offered on our platform;
- integrating cutting-edge third-party apps seamlessly into our highly functional platform to provide our customers with a rich ecosystem of ways to use and manage their crypto assets, as well as providing us with potential additional avenues for monetizing our platform;
- producing reliable, straightforward information on our website and YouTube channel regarding blockchain cryptography, crypto assets and our platform that is relevant for both new and experienced crypto asset users;
- providing fast and smooth purchasing of crypto assets using fiat currency through Apple Pay on iOS devices (our customers can purchase up to USD \$500 of Bitcoin at the touch of a button, which is made available on their Exodus wallet immediately); and
- continually adapting and innovating the Exodus Platform to support our customers' ability to store other types of valuable assets, including personal information, traditional fiat currencies, and, potentially, traditional securities in tokenized form alongside other tokenized financial products in the future.

Our Growth Strategy

Key elements of our growth strategy include:

Continuing to Enhance Our Platform's Capabilities and Performance.

We continue to invest in product development to enhance the functionality and usability of the Exodus Platform. Our platform currently supports over 100 crypto assets, and we continue to explore enhancements that will allow users to leverage these assets to their benefit. We also continually seek out opportunities to improve our platform's user interface and user experience in order to promote customer engagement and increase the attractiveness of our platform. For example, we have implemented the use of payment "usernames" so that customers can send or receive crypto using an address as simple as a Twitter handle instead of a 58-character string of letters and numbers.

Integrating a robust onramp to bridge our customers' legacy financial systems with opportunities available through the Exodus Platform.

We believe that, over time, traditional financial assets, services, and experiences will migrate to using blockchain technology. We also believe that people and entities will want the flexibility to keep their wealth in crypto assets, particularly Bitcoin, Ethereum and stablecoins, instead of only keeping wealth in fiat currencies. Currently, products do exist to permit customers to migrate from fiat currency to crypto assets; however, they are often slow, contain software bugs, and require customers to fill out lengthy and repetitive know-your-customer and anti-money laundering questionnaires. In addition, these products are not cross-compatible, meaning that if a customer wants to use services on two separate platforms requiring similar identity documents, the customer will need to enter the same information twice. On the Exodus Platform, customers will have the option to encrypt and store their identity documents alongside their private keys. Through our auto-fill solution, once a customer enters identifying information into the know-your-customer and anti-money laundering forms for one of our API providers, the customer will have the ability to automatically upload and send the information to any other API provider who requests that information. This allows our customers to enjoy a seamless and easy experience in the Exodus Platform, and allows our API providers to obtain the information they need to provide our customers valuable services.

Continuing to Grow Our App Store.

We operate a proprietary “app store” that hosts applications, or apps, which are developed by our third-party API providers and accessible through our platform. These apps currently include the following:

- The Exchange Aggregator allows users to swap one crypto asset for another within the Exodus Platform without having to send assets to and from centralized exchanges or trade across multiple order books. For example, if a customer wants to swap Digibyte for DASH inside of Exodus, this trade can be easily executed, while on a centralized exchange, a customer would have to trade Digibyte for Bitcoin and then Bitcoin for DASH. Through the Exodus Platform, customers can access the ability to directly exchange over 10,000 pairs of crypto assets.
- The Compound Finance app permits Exodus Platform customers to use an algorithmic smart contract protocol to earn interest (in the form of additional crypto asset tokens) on certain supported crypto assets held in their Exodus wallets.
- SportX allows users in certain jurisdictions outside of the United States and its territories to place wagers on select sporting events using a third-party smart contract protocol on the Ethereum Blockchain. SportX is only available to our customers outside the United States and its territories, in jurisdictions where online sports gambling is permitted by applicable law. All gambling activities conducted through SportX are operated by SportX’s developer, NextGen, and we do not set odds, place or accept bets, pay out winnings or otherwise facilitate, operate or manage any gambling activities conducted on SportX.
- Rewards allows users to “stake” supported crypto assets held in their Exodus wallets by participating in blockchain validation through a third-party entity that monitors or creates staking pools.

To encourage additional third parties to build apps for the Exodus Platform, we are developing what we believe will be a groundbreaking, secure method by which third-party API providers will be able to integrate their proprietary apps onto the Exodus Platform. Our goal is to allow new apps to seamlessly connect with our millions of customers in a visually beautiful and easy-to-use interface that risks no customer funds.

Offering Our Digital Format Common Stock.

- We have developed the Exodus Platform to facilitate customers independently holding their crypto assets as an alternative to traditional centralized financial institutions. Once customers are able to easily hold their crypto assets, we seek to expand the opportunities for customers to manage and interact with those assets. As part of that goal, when we decided to sell shares of our Class A common stock in this offering, we chose to represent shares of our Class A common stock in digital format by our Common Stock Tokens. The Common Stock Tokens are a digital representation of how many shares of Class A common stock are owned by an individual or entity, Common Stock Tokens contain no voting, governance, economic or other rights, and cannot be traded independently of the Class A common stock. We are creating several apps in our app store to facilitate these Common Stock Tokens, and are exploring the possibility of offering versions of these apps for other companies who might also be interested in issuing their securities with a digital representation. For further information on our Common Stock Tokens and the new apps which we will add to our app store, please see “*Plan of Distribution.*”

The Exodus Platform

The Exodus Platform provides an easy-to-use interface that enables our customers to manage their crypto assets on their desktop computers and mobile phones or transfer their assets to physical storage devices such as Trezor for added security. The Exodus Platform is non-custodial, meaning that our users’ private keys are encrypted locally on their own devices and Exodus can never access or take control of our users’ funds. Since the creation of the Exodus Platform, we estimate that we have had approximately 1.25 million users with funded wallets across our desktop and mobile platforms. At the end of 2020, our average daily active users more than doubled from 25,440 to 116,865. Our monthly active users increased from 129,812 at the beginning of 2020 to 591,584 in January 2021.

Our desktop platform

Our desktop platform was first released in December 2015 to address an underserved market opportunity by allowing customers to access advanced wallet technology on the desktop. From February 2020 through January 2021, our website averaged approximately 281,000 visitors per month, with a ratio of visits to unique clicks to download the desktop platform of 20%. As of January 31, 2021, we had a cumulative total of over 1.2 million unique clicks on our website to download our desktop platform. In 2020, approximately 45% of people who downloaded our desktop platform have activated it, resulting in 354,000 new users. We have achieved this ratio with extremely limited marketing spend. A customer can easily download the desktop version of the Exodus Platform from our website, open the desktop wallet once downloaded and immediately begin managing crypto assets, with no registration or log-in information required. We offer the desktop version of the Exodus Platform to customers as a free download. We derive our revenues from API integration fees (both transaction- and non-transaction-based) that we charge to third parties who develop applications that our customers can access from the Exodus Platform through an API.

Our mobile platform

The mobile version of our Exodus Platform is available on both iOS and Android platforms, and seamlessly syncs with the Exodus Platform desktop software so that transactions are completed in seconds and mirrored on the desktop platform. The mobile Exodus Platform has been downloaded approximately 1,600,000 times since its release in 2019. Since January 2020, approximately 373,000 customers activated the platform after downloading the mobile app, an activation rate of 30%. We offer the mobile version of the Exodus Platform to customers as a free download. As with the desktop version of the Exodus Platform, we derive our revenues from API integration fees (both transaction- and non-transaction-based) that we charge to independent third parties who develop applications that our customers can access from the Exodus Platform through an API.

The mobile app allows customers to manage their crypto assets with built-in security, including the mobile security of face or fingerprint scanning. As on our desktop platform, we encrypt private keys and transaction data to support customers' data privacy. Customers rarely have to manage or deal with the complex technicalities of blockchain-based crypto assets. Instead, our customers quickly and seamlessly deploy and interact with their crypto assets, while we and our API providers manage the complicated technology behind the scenes. Unique to our mobile platform, in many jurisdictions iOS users can buy Bitcoin with fiat currency using Apple Pay.

Our App Offerings

Exodus began as a crypto wallet, with the main purpose of allowing customers to store crypto assets. Going forward, we believe that as crypto assets become more widely used, consumers will desire to have more functionality with their crypto assets. In 2020, we began to work with third parties to develop applications (“apps”) that will provide additional functionality for our customers. These apps allow our customers to interact with and use their crypto assets in new ways. Our first integrated application was the exchange aggregation feature (the “**Exchange Aggregator**”), allowing customers to exchange one crypto asset for another crypto asset without leaving the Exodus Platform. As of December 31, 2020, our customers have exchanged approximately \$3.5 billion of crypto assets. Building on the success of the Exchange, we are now creating what we intend to be one of the most dynamic fintech-focused blockchain-based app stores.

Developing the crypto asset app store has allowed us to diversify our revenue streams, as each app provides a potential opportunity to monetize user transactions involving crypto assets held in the Exodus Platform through commissions, subscription fees or other means. This decreases our reliance on market volatility and movement of crypto asset prices. In addition, these apps allow us to expand our product offerings. We believe that apps will be essential in bringing crypto assets into mainstream use, and exposing our customer base to crypto apps directly within the wallet will increase engagement and encourage them to continue using our products.

During 2020, three API providers individually generated \$8.1 million, \$4.5 million and \$5.8 million in revenues, representing in the aggregate approximately 86% of our total revenues during 2020. Our revenue in 2020 was derived primarily from non-U.S. jurisdictions, with 91% attributable to the Asia-Pacific (“**APAC**”) region, 5% attributable to Europe, the Middle East, and Africa (“**EMEA**”), 3% attributable to United States, and 1% attributable to Canada and Latin America (“**Other Americas**”).

The following apps are currently available through our crypto app store:

Exchange Aggregator

Customers of the Exodus Platform on our desktop and mobile platforms can send, receive and exchange crypto assets. We were the second platform to provide an API service between a non-custodial wallet and a third-party crypto-to-crypto exchange, and the first platform to offer exchange aggregation as a seamless experience for customers. Customers using the Exchange Aggregator simply choose the crypto asset they would like to own, the crypto asset that they currently own that they want to swap, confirm that the amount of the new crypto asset they will receive is correct, and click a button. Their order is automatically routed to the API provider that will provide the best price to the customer for that particular pair of assets being swapped. The provider will process the order in under an hour and deliver the exact amount of the new crypto asset to the customer. As a result, our customer experience is significantly simpler than that found on other wallets and saves the customer time spent searching through centralized exchanges and orderbooks. Additionally, we have developed proprietary software that allows us to work with multiple exchange providers, allowing wallet customers to maximize liquidity, pricing, order fulfillment time, and operating time in a way that we believe our competitors cannot match.

Compound Finance

The Compound Finance app permits Exodus Platform customers to use an algorithmic smart contract protocol to earn interest (in the form of additional crypto asset tokens) on certain supported crypto assets held in their Exodus wallets. As of the date of this offering circular, DAI is the only crypto asset that is supported in the Compound Finance app.

Using the Compound Finance app, users can transfer DAI tokens into a token lending pool maintained by the Compound Finance smart contract protocol and, in exchange, receive cDAI smart contract tokens (“cDAI”). The Compound Finance smart contract protocol allows holders of cDAI to periodically receive additional cDAI, based upon a variable interest rate formula that is set forth in the smart contract protocol. Compound Finance permits users of the Compound Finance app to exchange their cDAI tokens back to DAI, thereby withdrawing their tokens from the Compound Finance token lending pool. No accounts are currently required for Exodus Platform users to use the Compound Finance smart contract protocol.

At this time, no revenue is earned by Exodus from the Compound Finance app.

SportX

SportX allows users outside the United States and its territories, in jurisdictions where sports gambling is permitted by applicable law, to place wagers on select sporting events around the globe (including e-sports) using a third-party smart contract protocol, which helps ensure that users’ funds are protected and payouts are made on time. We believe users of SportX may adopt our future products at a higher rate than other users.

Rewards

Certain crypto assets allow holders to interact with the crypto asset through “staking,” by which users earn rewards. Blockchain technology relies on user participation and interaction with the blockchain in order to form the “blocks” that create the chain. This user participation results in a mechanism that allows blockchains to validate and approve or disapprove data and transactions before storing them to make blockchain faultless. Users participating in this mechanism are known as “validators.” This mechanism for networks to come to an agreement on transactions is called the consensus protocol, and participating in the consensus protocol results in a reward to the participants. To take part in the staking process, users save up enough crypto assets to create a stake, and then lock up or “stake” their assets by delegating them to a wallet that participates in a staking pool. In doing so, the user receives a reward for its participation. Additionally, some blockchains are designed to automatically generate additional, secondary tokens for distribution to holders, without the involvement of a third party.

Summary Risk Factors

Our business is subject to numerous risks and uncertainties, including those highlighted in the section of this offering circular titled “*Risk Factors*.” These risks include the following:

- our business depends on attracting and retaining new wallet customers, and any failure of our platform to satisfy customer demands, achieve increased market acceptance or adapt to changing market dynamics would adversely affect our business, results of operations, financial condition and growth prospects;
- our business depends in part on third-party services integrated with the Exodus Platform, and, if these third-party services fail to provide adequate functionality for our customers, our business, results of operations and financial condition could be adversely affected;
- our business depends, in part, on our ability to make Common Stock Tokens available to the holders of our Class A common stock and we may incur significant damage to our reputation and financial condition if we are not successful;
- because our business is dependent, in part, on the continued market acceptance and development of crypto assets and blockchain technology by consumers, any declines or negative trends affecting crypto assets or blockchain technology will adversely affect our business operations;
- our ability to maintain customer satisfaction depends in part on the quality of our customer support, and any failure to maintain high-quality customer support could have an adverse effect on our business, results of operation, and financial condition;
- our relatively limited operating history makes it difficult to evaluate our current business and prospects and may increase the risk that we will not be successful;
- any actual or perceived failure of the Exodus Platform to block malware or prevent failures or security breaches or incidents could harm our reputation, cause the Exodus Platform to be perceived as insecure, underperforming, or unreliable, impede our efforts to attract and retain customers, and otherwise negatively impact our business, results of operations and financial condition;
- our holdings of crypto assets expose us to potential risks, including exchange, security and liquidity risks, which could negatively affect our business, financial condition, and results of operations;
- our risk management efforts may not be effective to prevent fraudulent activities by third-party providers or other parties, which could expose us to material financial losses and liability and otherwise harm our business;
- customer or third-party activities may subject us to liability or cause us to experience adverse political, business, and reputational consequences with customers, employees, third parties, government entities, and others;
- the offering price of our Class A common stock has been determined independently by us and should not be considered as an indication of our present or future value;
- we believe our long-term value as a company will be greater if we focus on improving our customers’ experience with our platform, rather than growth or profitability, which may negatively impact our profitability;
- if our customers’ or contractual providers’ access to our platform is interrupted or delayed for any reason, our business could suffer;
- our Class A common stock initially will not be listed on any securities exchange or available to trade on any ATS, we do not intend to apply for the listing of our Class A common stock on any securities exchange, and we cannot provide any assurance that we will be successful in enabling our Class A common stock to be available to trade on any ATS;
- even if we are successful in making our Class A common stock available to trade on an ATS, this ATS may experience limited volume and liquidity;
- the trading ledger showing trades in our Common Stock Tokens is publicly available, which may give rise to privacy concerns;

- there is no guarantee that our Class A common stock will hold its value or increase in value, and you may lose the amount of your investment in our Class A common stock in whole or in part;
- an active trading market for our Class A common stock may not develop or be sustained following this offering;
- the dual class structure of our common stock will have the effect of concentrating voting capital with our executive officers and directors and it may depress the trading price of our Class A common stock;
- the regulatory regime governing blockchain technologies, cryptocurrencies, tokens and token offerings such as the Exodus Platform and the Common Stock Tokens is uncertain, and new regulations or policies may materially adversely affect the development and utilization of the Exodus Platform;
- we operate an interface that allows our customers to connect to exchanges on which the customers can trade crypto assets, and we receive compensation from these exchanges. Certain crypto assets traded using our platform could be viewed as “securities” for purposes of state or federal regulations, and regulators might determine that the payments we receive from the exchanges would cause us or the third-party app providers that offer apps through our platform to be in violation of federal and state securities laws, which would negatively affect our business, financial condition and results of operation; and
- we are subject to export control, import, and sanctions laws and regulations that could impair our ability to compete in international markets or subject us to liability if we violate such laws and regulations.

Corporate Information

Exodus Movement, Inc. was founded by Jon Paul Richardson and Daniel Castagnoli in 2015, and was incorporated as a Delaware corporation on July 25, 2016. Our company operates completely virtually and we do not maintain a physical corporate headquarters. Our primary telephone number is +1 (833) 992-2566. Our principal internet website address is www.exodus.com. The information on our website is not incorporated by reference into, or a part of, this offering circular.

GLOSSARY

An “**API**” is an application programming interface that allows two different Internet services to communicate with one another and exchange data.

“**AML/KYC**” refers to anti-money laundering and know-your-customer requirements and procedures.

“**ATS**” refers to an alternative trading system.

A “**block**” is a discrete group of records written to a blockchain that can effectively be identified and referenced by the use of “headers” that contain a digital fingerprint of the records each block contains.

A “**blockchain**” is a database created and shared by the members of a peer-to-peer computer network which each member of that network can independently trust due to the rules governing the database’s creation. A blockchain can therefore be used to replace centralized databases.

“**Blockchain cryptography**” involves computers using algorithms to solve complex mathematical equations to authenticate transactions.

A “**digital asset**” (also referred to as a “**crypto asset**”) is any set of unique digital information—including, for example, programs, decentralized programs, isolated chunks of programming code, collections of data, e-mail or web addresses or cryptocurrency tokens—that is capable of being stored and uniquely tracked on a computer network and over which a user can maintain control through that network.

A “**gas fee**” or “**network fee**” refer to payments made by users to miners to complete a transaction in crypto assets. Exodus does not receive any compensation from the payment of network fees. For examples, users of the Ethereum Blockchain to the Ethereum Blockchain miners to compensate the miners for the computing energy required to process and validate transactions on the Ethereum Blockchain. The network fee is determined by the blockchain’s miners, and the miners can choose to decline to process a transaction if the gas fee does not meet their specified threshold. As a result, the amount of the network fee can vary, and can increase due to increased demand for the miners’ services in processing that blockchain’s transactions. Purchasers of Class A common stock must pay the applicable network fee required to send the purchaser’s selected crypto asset to the Exodus crypto escrow wallet, and such fee is paid directly to the crypto asset’s network, not to Exodus. If the

Common Stock Tokens are made available on the Ethereum Blockchain, any such gas fees will be paid by the person or entity that holds and is choosing to transfer Common Stock Tokens.

A “**private key**” is a very large random sequence of digital information (effectively a very long number that can be used as a password) that should be known only by a single user of the network and cannot be plausibly guessed by a third party in a reasonable amount of time. A user generates this large random sequence locally on a computer and should never share it with anyone. Each private key has a paired sequence of digital information, called a “**public key**,” to which it is uniquely linked and which a user can share publicly. The public key is generated from the private key using a one-way function, meaning that while the public key can be easily derived, reversing the process to determine what private key was used to produce a given public key is not possible in a reasonable amount of time using current computers.

“**Staking**” refers to the act, by blockchain miners, of “locking” some portion of crypto assets into a “stake” on a blockchain as part of the miner’s bid to become the validator for the next block on that blockchain. The concept of “staking” comes from the consensus mechanism called “proof of stake.” All blockchains function by relying on miners who must validate the transactions written to the blockchain. In order to validate these transactions, miners use a consensus mechanism. There are different forms of consensus mechanisms, but they all require miners to engage in some form of activity to validate, or approve or disapprove, data and transactions before storing them. It is this action of validating transactions that makes a blockchain faultless. Blockchains that use the “proof of stake” consensus mechanism require their miners to create a “stake” of some amount of the crypto asset that is native to that blockchain, and then “lock” that stake by delegating the crypto asset to a wallet that participates in a staking pool. In general, the miner with the highest amount of staked crypto assets will serve as the validator for the next block on the blockchain, and receives a reward of some amount of that blockchain’s native crypto asset. Certain blockchains that use “proof of stake” permit other holders of the blockchain’s native crypto asset to permit miners to use some amount of the holder’s crypto asset for staking. If a miner uses the crypto assets of another holder and is chosen as the validator and receives a reward, the miner will give some of its reward to the holder whose crypto assets the miner used.

“**QR Code**” refers to a quick response code, which is a machine-readable optical label.

THE OFFERING

Class A common stock offered by us	1,914,661 shares
Class A common stock offered by the selling stockholders	818,568 shares
Class A common stock to be outstanding immediately after this offering	2,733,229 shares
Class B common stock to be outstanding immediately after this offering	22,399,557 shares
Total Class A and Class B common stock to be outstanding after this offering	25,132,786 shares
Use of proceeds	<p>We estimate that the net proceeds to us from the sale of shares of our Class A common stock in this offering will be approximately \$51 million, based upon the offering price of \$27.42 per share, and after deducting estimated offering expenses. We intend to use the net proceeds we receive from this offering for the continued expansion of our platform, with a focus on increasing our marketing efforts to attract additional users to our platform, and after deducting estimated offering expenses payable by us.</p> <p>We will not receive any proceeds from the sale of shares of Class A common stock by the selling stockholders. See the section of this offering circular captioned “<i>Use of Proceeds</i>” for a more complete description of the intended use of proceeds from this offering.</p>
Voting rights	<p>Holders of Class A common stock and Class B common stock will generally vote together as a single class, unless otherwise required by law or our amended and restated certificate of incorporation. The holders of our outstanding Class B common stock will hold approximately 99% of the voting power of our outstanding capital stock following this offering. Certain of our executive officers and directors will collectively beneficially own shares representing 82.7% of the voting power of our outstanding capital stock following this offering. Consequently, the holders of Class B common stock will have the ability to control the outcome of matters submitted to our stockholders for approval, including the election of our directors and the approval of any change in control transaction. See the sections of this offering circular captioned “<i>Principal and Selling Stockholders</i>” and “<i>Description of Capital Stock</i>” for additional information.</p>
Risk Factors	<p>See the section titled “<i>Risk Factors</i>” and other information included in this offering circular for a discussion of some of the factors you should consider before deciding to purchase shares of our Class A common stock.</p>

Common Stock Tokens	<p>We intend that each share of our Class A common stock will be represented by a digital Common Stock Token that will be viewed through the Exodus Platform. Common Stock Tokens are not shares of Class A common stock; rather, they are digital representations of the number of shares purchased and held by a given stockholder. Both our transfer agent, Securitize, and any ATS we may use have the ability to support both trades in our Class A common stock and transfers of our Common Stock Tokens; however, it is not a condition to the closing of the Offering that the Common Stock Tokens be made available to holders of our Class A common stock or be able to be transferred on any ATS. The Common Stock Tokens may not be supported by all ATSs that may trade our Class A common stock. Holders of shares of our Class A common stock will always have the ability to transfer such shares through the book-entry transfer facilities of the Transfer Agent. We recognize that the use of Common Stock Tokens as representations of the number of shares purchased and held by a given stockholder is novel, and therefore should we make Common Stock Tokens available, we reserve the right to discontinue the usage of Common Stock Tokens and revert to traditional or other methods of share certification.</p>
Purchasing our Class A common stock	<p>We are selling our Class A common stock priced in U.S. dollars. In order to purchase shares of our Class A common stock, a new potential purchaser must first create an account on the website of our Transfer Agent. This can be done directly on the website of the Transfer Agent, or it can be done through a link to the Transfer Agent's website from within the Exodus Platform. Potential purchasers must pay the purchase price for our Class A common stock in either Bitcoin, Ether, or USDC. Purchasers must also pay the applicable network fee required to transact in the purchaser's required to transact in the purchaser's selected crypto asset, which is paid directly to the crypto asset's network, not to Exodus. All proceeds for the sale of our Class A common stock will be held in escrow until the closing of the Offering. All of the Bitcoin, Ether and USDC proceeds for the sale of our Class A common stock will be held by Exodus in a separate wallet designated as the "crypto escrow wallet." We will not use a third-party escrow agent in connection with this Offering.</p> <p>The value in U.S. dollars of the Bitcoin, Ether or USDC used to purchase shares of our Class A common stock will be calculated based on publicly available exchange rates at the point in time at which the purchaser transfers such crypto asset to the crypto escrow wallet, and will be recorded by Exodus at such point of transfer. We intend to use the exchange rates</p>

quoted by Open Exchange Rates Limited (“Open Exchange Rates”) to determine the U.S. dollar value of Bitcoin, and exchange rates quoted by Open Exchange Rates and CoinMarketCap OpCo (“CoinMarketCap”) to determine the U.S. dollar value of Ether and USDC. If we are unable to obtain conversion rates from Open Exchange Rates or CoinMarketCap, as the case may be, at the point of transfer, we may rely on publicly available exchange rates quoted by other exchange operators.

Before a purchaser initiates a crypto asset payment for shares of Class A common stock, the Exodus Platform will provide a confirmation showing the U.S. dollar purchase amount, the type of crypto asset that the purchaser has chosen to make the payment in, the amount of the selected crypto asset that will be transferred and the number of Class A common stock to be issued to the purchaser subject to the acceptance of the purchaser’s subscription.

Upon the closing of the Offering, our Transfer Agent will record the issuance of each share of Class A common stock to the relevant purchasers and we will release the escrowed proceeds to us and the selling stockholders. If the Offering is terminated or expires prior to the closing of the Offering and no shares of our Class A common stock have been issued, we will release the escrowed proceeds back to the relevant purchasers. Escrowed proceeds will be released back in the amount and form of payment that was made on the original date of payment, and payments will be returned in the same crypto asset that such payment was made in. If the offering is terminated or expires for any reason or if we reject a purchaser’s subscription for any reason, and no shares of our Class A common stock have been issued to such purchaser, we will not have any obligation to such purchaser except to return such purchaser’s subscription payment in the form of payment that was used by the participant on the original payment date. There is no minimum amount of securities that must be sold in this Offering. We will not offer or sell our Class A common stock within Arizona, Florida or Texas, or to any resident of those states.

Liquidity

Our Class A common stock will not be listed for trading on, and we have no intention to apply for listing on, any securities exchange or through any other national market system trading platform. Further, our Class A common stock, at the time this offering commences, will not be available for trading on a specific trading system that is registered with the SEC as an ATS. Although we are in discussions with several ATSS regarding the availability of our Class A common stock for trading following the commencement of this offering, these discussions may

not be successful, and there can be no assurance that our Class A common stock will become available for trading on an ATS in the near term or at all. It is not a condition to the closing of the Offering that the Common Stock Tokens be able to be transferred on any ATS. The Common Stock Tokens may not be supported by all ATSs that may trade our Class A common stock. Holders of shares of our Class A common stock may transfer such shares through the book-entry transfer facilities of the Transfer Agent even if there is no means by which to separately transfer the Common Stock Tokens. If our Class A common stock is not made available for purchase on, or for trading through, an ATS, that would likely result in limited liquidity for our Class A common stock. Such limited liquidity may result in you not being able to resell your Class A common stock on a timely basis or at all.

The number of shares of our Class A common stock and our Class B common stock to be outstanding after this offering is set forth in the table below, which sets out our actual, pro forma and pro forma as adjusted number of shares outstanding as of December 31, 2020:

	Actual ⁽¹⁾⁽²⁾	Pro Forma ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾	Pro Forma As Adjusted ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾
Class A Common Stock	—	818,568	2,733,229
Class B Common Stock	20,011,830	22,399,557	22,399,557

- (1) Reflects the filing of a certificate of amendment to our amended and restated certificate of incorporation in February 2021, which increased the number of authorized shares of our capital stock and effected a two-for-one forward stock split of our outstanding common stock (the “**Forward Stock Split**”).
- (2) Excludes (a) 2,737,008 shares of our Class B common stock issuable upon exercise of options outstanding, at a weighted average exercise price of \$2.39 per share, as of December 31, 2020 and (b) 262,992 shares of our Class B common stock reserved for future issuance under our 2019 Equity Incentive Plan as of December 31, 2020.
- (3) Reflects the exercise of options to purchase 296,997 shares of Class B common stock in connection with, and contingent upon, the consummation of this offering and the automatic conversion of 818,568 shares of Class B common stock (including 296,997 shares of Class B common stock issued upon exercise of outstanding options) upon their sale by the selling stockholders in this offering.
- (4) Reflects the conversion of \$0.5 million aggregate principal amount of simple agreements for future equity (“**SAFEs**”) into 2,904,498 shares of Class B common stock in February 2021.
- (5) Reflects the issuance of 4,800 shares of Class B common stock to COHAGEN WILKINSON, INC., a selling stockholder in this offering, in January 2021.

Unless we specifically state otherwise or the context otherwise requires, all information in this offering circular assumes and gives effect to the pro forma adjustments described above.

In conjunction with this Offering, we intend to directly list our Class A common stock on the MERJ Exchange in the Republic of Seychelles. Trading in our Class A common stock on the MERJ Exchange will be limited to non-U.S. persons located outside of the U.S.

SUMMARY CONSOLIDATED FINANCIAL DATA

The following tables summarize our consolidated financial data. We derived our summary statements of operations for fiscal year 2020 and 2019 and our summary balance sheet data as of December 31, 2020 from our audited consolidated financial statements included elsewhere in this offering circular. We have prepared the audited consolidated financial statements including all adjustments, consisting only of normal recurring adjustments that, in our opinion, are necessary to state fairly the information set forth in those consolidated financial statements. Our historical results are not necessarily indicative of the results to be expected in any future period. You should read the following summary consolidated financial data in conjunction with the section titled “*Management’s Discussion and Analysis of Financial Condition and Results of Operations*” and our consolidated financial statements, the accompanying notes, and other consolidated financial information included elsewhere in this offering circular.

Statements of Operations Data:

	Year ended December 31,	
	2020	2019
	(amounts in thousands, except per share data)	
Revenues	<u>\$21,251</u>	<u>\$ 7,922</u>
Cost of revenues		
Software development	3,465	3,000
Customer support	1,824	1,044
Security and wallet operations	<u>3,517</u>	<u>2,578</u>
Total cost of revenues	<u>8,806</u>	<u>6,622</u>
Gross profit	<u>12,445</u>	<u>1,300</u>
Operating expenses		
General and administrative	3,802	2,235
Advertising and marketing	1,081	569
Depreciation and amortization	736	103
Impairment of digital assets	<u>2,430</u>	<u>1,738</u>
Total operating expenses	<u>8,049</u>	<u>4,645</u>
Operating income (loss)	<u>4,396</u>	<u>(3,345)</u>
Other income		
Gain on sale or transfer of digital assets	5,017	3,118
Interest expense	(6)	(3)
Interest income	<u>80</u>	<u>55</u>
Total other income	<u>5,091</u>	<u>3,170</u>
Income (loss) before income taxes	<u>9,487</u>	<u>(175)</u>
Income tax (expense) benefit	<u>(1,310)</u>	<u>(55)</u>
Net income (loss)	<u>\$ 8,177</u>	<u>\$ (230)</u>
Foreign currency translation adjustment	248	—
Comprehensive income (loss)	<u>\$ 8,425</u>	<u>\$ (230)</u>
Basic net income (loss) per share of common stock	\$ 0.41	\$ (0.01)
Diluted net income (loss) per share of common stock	\$ 0.36	\$ (0.01)
Weighted average shares and share equivalents outstanding		
Basic	20,012	20,000
Diluted	22,749	20,000

[TABLE OF CONTENTS](#)

Consolidated Balance Sheet Data:

	As of December 31, 2020		
	Actual	Pro Forma ⁽¹⁾	Pro Forma As Adjusted ⁽²⁾
	(in thousands)		
Cash and cash equivalents	\$ 2,612	\$ 3,322	\$ 3,322
Working capital ⁽³⁾	7,725	8,435	8,435
Digital assets	7,668	7,668	58,668
Total assets	20,751	21,461	72,461
Other liabilities, non-current	1,391	853	853
Stockholders' equity	17,823	19,071	70,071

- (1) The pro forma consolidated balance sheet data gives effect to (a) the exercise of options to purchase 296,997 shares of Class B common stock in connection with, and contingent upon, the consummation of this offering and the automatic conversion of 818,568 shares of Class B common stock (including 296,997 shares of Class B common stock issued upon exercise of outstanding options) upon their sale by the selling stockholders in this offering and (b) the conversion of \$0.5 million aggregate principal amount of SAFEs into 2,904,498 shares of Class B common stock in February 2021.
- (2) The pro forma as adjusted consolidated balance sheet data reflects (a) the items described in footnote (1) above and (b) our receipt of estimated net proceeds from the sale of shares of Class A common stock that we are offering at the initial public offering price of \$27.42 per share, after deducting estimated offering expenses.
- (3) We define working capital as current assets less current liabilities. See our consolidated financial statements and related notes included elsewhere in this offering circular for further details regarding our current assets and current liabilities.

RISK FACTORS

An investment in our Class A common stock involves a high degree of risk. You should consider carefully the risks described below, together with all of the other information contained in this offering circular, including “Management’s Discussion and Analysis of Financial Condition and Results of Operations” and our consolidated financial statements and the accompanying notes included elsewhere in this offering circular before deciding whether to invest in shares of our Class A common stock. The risks and uncertainties described below are not the only ones we face. Additional risks and uncertainties that we are unaware of, or that we deem immaterial, may also become important factors that adversely affect our business. If any of the following risks actually occur, our business, financial condition, operating results and future prospects could be materially and adversely affected. In that event, the market price of our Class A common stock could decline, and you could lose part or all of your investment.

Risks Related to Our Business and Our Industry

Our business depends on attracting and retaining new wallet customers. Any failure of our platform to satisfy customer demands, achieve increased market acceptance or adapt to changing market dynamics would adversely affect our business, results of operations, financial condition and growth prospects.

The success of our business depends on our ability to attract and retain Exodus Platform customers. To do so, we must persuade potential customers that our platform offers significant advantages over those of our competitors. Market acceptance of the Exodus Platform is affected by a number of factors, many of which are beyond our control, including the timing of development and release of new products, features and functionality introduced by us or our competitors, the performance of third-party services offered through the Exodus Platform, customer perceptions of the Exodus Platform’s security and reliability, acceptance and interest in crypto assets generally, and the growth or contraction of the market in which we compete.

In addition, as the market for crypto assets and related services continues to mature, we expect that an increasing focus on customer satisfaction will profoundly impact demand for the Exodus Platform. We believe that our customers are increasingly looking for flexible and secure crypto asset wallets that seamlessly integrate a range of applications and support a wide variety of crypto assets, while streamlining the customer experience and minimizing complexity. If we are unable to meet this demand, or if the Exodus Platform otherwise fails to achieve widespread market acceptance, our business, results of operations, financial condition and growth prospects may be adversely affected.

Our business depends in part on third-party services integrated with the Exodus Platform. If these third-party services fail to provide adequate functionality for our customers, our business, results of operations and financial condition could be adversely affected.

We rely on the integration of third-party services, including cryptocurrency exchanges and apps made available through our desktop app store, for several key aspects of the Exodus Platform’s functionality and features. As such the performance and reliability of these third-party services is critical to the continued growth in market demand for, and market acceptance of, the Exodus Platform. The success of third-party services on the Exodus Platform is affected by a number of factors, many of which are beyond our control, such as the technical support provided by such third-parties, our ability to successfully integrate such services into the Exodus Platform using third-party application programming interfaces (“APIs”), technological changes and developments, and customer preferences. There can be no assurance that these third-party services will continue to perform in a manner our customers find adequate. If our customers have negative experiences with these third-party services through the Exodus Platform, the attractiveness of our platform may be diminished and we may experience difficulties attracting and retaining customers.

In addition, we generate, and expect to continue to generate, substantially all of our revenue from fees associated with the integration of third-party services with the Exodus Platform. Our API agreements with cryptocurrency exchanges and app developers generally provide for the payment of integration fees to us based on agreed-upon metrics, including, in some instances, usage metrics among our customer base. If a third-party service made available through the Exodus Platform performs inadequately, or is perceived by customers to perform inadequately, our customers may be less likely to use that third-party service, which could affect our ability to successfully monetize and generate revenue from the service.

TABLE OF CONTENTS

Because our business is dependent, in part, on the continued market acceptance and development of crypto assets and blockchain technology by consumers, any declines or negative trends affecting crypto assets or blockchain technology will adversely affect our business operations.

The Exodus Platform is built around holding, transferring, exchanging and using crypto assets, which means our business depends on growth in the adoption and acceptance of crypto assets and the underlying blockchain technology to maintain and increase demand for the Exodus Platform. Blockchain technology is relatively new, untested and evolving. It represents a novel combination of several concepts, including a publicly available database or ledger that represents the total ownership of the currency at any one time, novel methods of authenticating transactions using cryptography across distributed network nodes that permit decentralization by eliminating the need for a central clearing-house while guaranteeing that transactions are irreversible and consistent, differing methods of incentivizing this authentication by the use of new tokens issued as rewards for the validator of each new block or transaction fees paid by participants in a transaction to validators, and hard limits on the aggregate amount of currency that may be issued. As a result of the new and untested nature of cryptocurrency and blockchain technology, the market for crypto assets and related services is relatively new and rapidly evolving, and its growth is subject to a high degree of uncertainty. As such, the crypto asset industry is vulnerable to risks and challenges, both foreseen and unforeseen. Examples of these risks and challenges include:

- Scalability is a challenge for platforms working with large blockchains, because addition of records to a blockchain requires the network to achieve consensus through a transaction validation mechanism, which often involves redundant and extensive computation; processing of transactions is slower than that achieved by a central clearing-house; and delays and bottlenecks in the clearance of transactions may result as the crypto assets expand to a greater number of users.
- Because some crypto assets may be considered securities, the fees we receive from exchanges could potentially raise regulatory issues related to whether the recipient of the fees is required to register as a broker-dealer under the Securities Exchange Act of 1934, as amended (“**Exchange Act**”). We believe that our fee structure does not require us to register as a broker-dealer, as discussed in the section of this offering circular captioned “*Business*”; however, there is no guarantee that regulatory agencies will agree with our position.
- Blockchain technology can have complex validation processes, and confirmation of a transaction may not always be instantaneous. Users of any crypto asset wallet who do not wait a sufficient period before treating blockchain as permanently written may lose assets and funds in exchange for blockchain payments that are never completed. While this risk is not unique to the Exodus Platform, and is not due to any feature of the Exodus Platform, customers may blame us for such transaction errors, which could harm our reputation and make it difficult to retain customers or persuade new customers to use our platform.
- Although blockchains are generally considered reliable, they are subject to certain attacks as described below under “*Risk Factors—Risks Related to the Digital Token Representing Shares of Our Common Stock—The distributed ledger technology used by the ATS is novel with respect to digital securities and has been subject to limited testing and usage.*”
- Because many blockchains are public, malicious users may freely view, access and interact with key components of the networks on these blockchains. For example, some of the applications on our platform rely on “smart contracts” written to the Ethereum Blockchain, an open-source, public, distributed ledger that is secured using cryptography (the “**Ethereum Blockchain**”), and malicious users will be able to freely access this code in ways that could allow them to steal or otherwise affect crypto asset transactions.

Although there may be solutions that have been proposed and implemented to these and other challenges facing various crypto assets and the blockchains on which they rely, the effectiveness of these solutions has not been proven. Further, other challenges may arise in the future that we cannot predict. For example, advances in cryptography and/or technical advances, such as the development of quantum computing, could present risks to the crypto assets and the Exodus Platform by undermining or vitiating the cryptographic consensus mechanism that underpins some blockchain protocols. Similarly, legislatures and regulatory agencies could prohibit the use of current and/or future cryptographic protocols, which could limit the utility of certain blockchains, resulting in

TABLE OF CONTENTS

a significant loss of value or the termination of crypto assets or applications on the platform. Accordingly, the further development and future viability of crypto assets in general or for specific cryptocurrencies, is uncertain, and unknown challenges may prevent their wider adoption.

The growth of the blockchain industry in general, as well as the blockchain networks on which crypto assets rely, is subject to a high degree of uncertainty regarding consumer adoption and long-term development. The factors affecting the further development of the crypto asset industry, as well as blockchain networks, include, without limitation:

- worldwide growth in the adoption and use of digital assets and other blockchain technologies;
- government and quasi-government regulation of digital assets and their use, or restrictions on or regulation of access to and operation of blockchain networks or similar systems;
- the maintenance and development of the open source software protocol of blockchain networks;
- changes in consumer demographics and public tastes and preferences;
- the availability and popularity of other forms or methods of buying and selling goods and services, or trading assets including new means of using government-backed currencies or existing networks;
- the extent to which current interest in crypto assets represents a speculative “bubble”;
- general economic conditions in the United States and the world;
- the regulatory environment relating to crypto assets and blockchains; and
- a decline in the popularity or acceptance of crypto assets or other blockchain-based tokens.

The crypto assets industry as a whole has been characterized by rapid changes and innovations and is constantly evolving. Although it has experienced significant growth in recent years, the slowing or stopping of the development, general acceptance and adoption and usage of blockchain networks and crypto assets may deter or delay the acceptance and adoption of the Exodus Platform or the applications on the Exodus Platform.

Our ability to maintain customer satisfaction depends in part on the quality of our customer support. Failure to maintain high-quality customer support could have an adverse effect on our business, results of operation, and financial condition.

Our ability to attract new customers and retain existing customers depends in part on our ability to maintain a consistently high level of customer support. We believe that the quality of our customer support is, and will continue to be, an integral part of the user experience and a key differentiator of the Exodus Platform from competing platforms. We primarily provide customer support through email and, in some circumstances, audio- or video-calls. These means of providing customer support may not be sufficient to meet our customers’ support needs, and while we plan to develop a customer support capability directly within the Exodus Platform, there can be no assurance that we will be successful in developing such capabilities or that such capabilities, even if developed, will be sufficient to meet our customers’ support needs. If we do not help our customers quickly resolve issues and provide effective ongoing support, or if our support personnel or methods of providing support are insufficient to meet the needs of our customers, it could adversely affect our customers’ experience and negatively impact our reputation and brand, our ability to attract and retain customers, and the usage of the Exodus Platform’s revenue-generating features. The growth of our business will continue to place significant demands on our customer support resources. If we are not able to meet the customer support needs of our customers, we may need to increase our support coverage, which may reduce our profitability.

Our relatively limited operating history makes it difficult to evaluate our current business and prospects and may increase the risk that we will not be successful.

Our relatively limited operating history makes it difficult to evaluate our current business and prospects, and to plan for our anticipated future growth. We were incorporated in 2016, and therefore all of our growth has occurred in recent years. As a result, our business model has not been fully proven, which subjects us to a number of uncertainties, including our ability to plan for and model future growth. While we have continued to expand our platform and develop additional functionality within the Exodus Platform, we have encountered, and will continue to encounter, risks and uncertainties frequently experienced by rapidly growing companies in

TABLE OF CONTENTS

developing industries, including our ability to achieve broad market acceptance of our platform, attract additional customers, identify and grow relationships with providers, withstand increasing competition in our existing and future markets, and manage increasing expenses as we continue to grow our business. Our current operating model may require changes in order for us to scale our operations efficiently. Investors should consider our business and prospects in light of the risks and difficulties we face as an early-stage company focused on developing our platform, both organically and through strategic relationships, in the field of blockchain, crypto assets and financial technology. If our assumptions regarding these risks and uncertainties are incorrect or change in response to changes in the markets for our platform, our business could suffer and our results of operations and financial condition could differ materially from our expectations.

Any actual or perceived failure of the Exodus Platform to block malware or prevent failures or security breaches or incidents could harm our reputation, cause the Exodus Platform to be perceived as insecure, underperforming, or unreliable, impede our efforts to attract and retain customers, and otherwise negatively impact our business, results of operations and financial condition.

We face security threats from malicious third parties that could obtain unauthorized access to our internal systems, networks and data. Computer malware, viruses and computer hacking, fraudulent use, social engineering (including spear phishing attacks) and general hacking have become more prevalent, and such incidents or incident attempts have been initiated against our customers in the past and may occur against our customers in the future. While we do not store customer information on the Exodus Platform or process transactions, and while the Exodus Platform encrypts our customers' data, including their private keys and, in the future, their personal identity documents, we may become the target of cyber-attacks by third parties seeking unauthorized access to our customers' confidential data, which could disrupt our ability to provide services on the Exodus Platform, or lead to exposure of customer information. Additionally, we use certain third-party service providers to store and process data on our behalf, and they face a variety of security risks. We have taken steps to protect customer information that might pass through our platform, as well as any confidential information we may obtain through our customer support services. However, our security measures or those of our third-party service providers could be breached or we could suffer data loss or unauthorized access to, or use of, our platform or the systems or networks used in our business.

It is virtually impossible for us to entirely mitigate the risk of these security threats, and the security, performance, and reliability of the Exodus Platform may be disrupted by third parties, including competitors, hackers, disgruntled employees, former employees, or contractors. For example, we have found security vulnerabilities within the Exodus Platform in the past which require us to quickly identify and patch those vulnerabilities. Additionally, certain kinds of viruses or malware can corrupt basic functionalities of device operating systems to allow hackers to access or misdirect our customers' crypto assets.

We also process, store and transmit our own data as part of our business and operations. This data may include personally identifiable, confidential or proprietary information, and we use third-party service providers to store and process certain data for us. There can be no assurance that any security measures that we or our third-party service providers have implemented will be effective against current or future security threats. While we take steps in an effort to protect the security of our platform and the availability, integrity, confidentiality and security of our data, our security measures or those of our third-party providers could fail and result in unauthorized access to or use of our platform or unauthorized, accidental or unlawful access to, or disclosure, modification, misuse, loss or destruction of, our or our customers' data.

Private keys may also be compromised if customers choose to store their private keys in non-secure systems, such as third-party email services, which may be susceptible to security breaches and security incidents, despite our efforts to discourage our customers from engaging in these practices. Although such incidents are outside of our control and do not relate to any insecurity or vulnerability on the part of the Exodus Platform, customers may nevertheless blame or become dissatisfied with the Exodus Platform as a result of these negative experiences.

Whether or not accurate, a market perception that the Exodus Platform is insecure, underperforming or unreliable could result in:

- A loss of existing or potential customers or third-party relationships;
- Harm to our financial condition and results of operations;

TABLE OF CONTENTS

- Delay or inability to attain market acceptance of our platform;
- Expenditure of significant financial resources in efforts to analyze, correct, eliminate, remediate, or work around errors or defects, to address and eliminate vulnerabilities, and to address any applicable legal or contractual obligations relating to any actual or perceived security breach or incident;
- Negative publicity and damage to our reputation and brand; and
- Legal claims and demands (including for stolen assets or information, repair of system damages, and compensation to customers), litigation, regulatory audits, proceedings or investigations, and other liabilities.

Any actual or perceived security breach or other incident may also lead to the expenditure of significant financial and other resources in efforts to investigate or correct a breach, address and eliminate vulnerabilities and prevent future security breaches or incidents, as well as the incurring of significant expenses for remediation that may include liability for stolen assets or information, repair of system damage that may have been caused, and other liabilities. We have incurred and expect to incur significant expenses in an effort to prevent security breaches and other incidents, including deploying additional personnel and protection technologies, training personnel and engaging third-party experts and consultants.

Furthermore, because data security is a competitive factor in our industry, we make statements publicly, including in our privacy policies and terms of service, providing assurances about the security of our platform, including descriptions of our security measures. Should any of these statements be untrue or become untrue, even though circumstances beyond our reasonable control, we may face claims, investigations or other proceedings by U.S. federal and state regulators, as well as foreign regulators and private parties.

Our risk management efforts may not be effective to prevent fraudulent activities by third-party providers or other parties, which could expose us to material financial losses and liability and otherwise harm our business.

We contract with third-party providers for applications available through our platform, as well as some services required to maintain the platform. We may be targeted by parties, including customers, hackers, or third-party providers, who seek to commit acts of financial fraud using techniques such as stolen identities and bank accounts, compromised email accounts, employee or insider fraud, account takeover, or other types of fraud. We may suffer losses from acts of financial fraud committed by our employees or third parties.

The techniques used to perpetrate fraud on our platform and the applications accessed through our platform are continually evolving, and we expend considerable resources to monitor and combat them, and to inform customers of the limits to the control we have over third-party provider activities. Additionally, when we introduce new products and applications, or expand existing products, we may not be able to identify all risks created by the new products or applications. Our risk management policies and procedures may not be sufficient to identify all of the risks to which we or our customers are exposed, to enable us to prevent or mitigate the risks we have identified, or to identify additional risks to which we or our customers may become subject in the future. Furthermore, our risk management policies and procedures may contain errors, or our employees or agents may commit mistakes or errors in judgment as a result of which we may suffer large financial losses.

The growth of our business will continue to place significant demands on our risk management efforts, and we will need to continue developing and improving our existing risk management policies and procedures. As techniques used to perpetrate fraud on our platform evolve, we may need to modify our platform, services or agreements with third parties to mitigate fraud risks. Further, these types of fraudulent activities on our platform can also expose us to civil and criminal liability, governmental and regulatory sanctions as well as potentially cause us to be in breach of our contractual obligations to our third-party providers.

TABLE OF CONTENTS

Customers or third-party activities may subject us to liability or cause us to experience adverse political, business, and reputational consequences with customers, employees, third parties, government entities, and others.

Activities of our customers or other third parties could subject us to regulatory enforcement actions or liabilities. Our customers may use our platform in violation of applicable law or in violation of our terms of service or the terms of service of our third-party API providers. For example, applicable U.S. federal and state and foreign laws may prohibit us from making available our platform or certain of its functionalities in all jurisdictions.

We use geo-blocking technology to block the Exodus Platform's availability in jurisdictions subject to U.S. trade embargoes, namely, the Crimea region of Ukraine, Cuba, Iran, North Korea, Sudan, and Syria. We also use geo-blocking to block the availability of SportX through the Exodus Platform in jurisdictions that prohibit online gambling, namely, Switzerland, the United Kingdom and its overseas territories, France and its overseas territories, the Netherlands and its overseas territories, Singapore, Turkey, and the United States and its territories. We also use geo-blocking technology to block the availability of API integrations for third-party crypto-to-crypto exchange services in the states of New York and Washington. However, customers may attempt to circumvent our geo-blocking to gain access to our platform or certain of its functionalities in violation of applicable law. Additionally, while our API agreements with crypto-to-crypto exchanges include representations by the exchange that the exchange will comply with applicable sanctions and export control laws, will not provide services to any parties located or resident in any area subject to U.S. sanctions or identified in any sanctions list maintained by OFAC, and has implemented reasonable sanctions compliance procedures, there can be no assurance that the exchanges will comply with their obligations to us under our API agreements. If governmental authorities choose to initiate legal or regulatory proceedings against us as a result, we could be subject to enforcement actions, disgorgement of profits, fines, civil and criminal penalties, damages, injunctions and the costs associated with defending against such actions. The existing laws relating to the liability of providers of online products and services for activities of their users, as well as the laws governing transactions in crypto assets, are highly unsettled and in flux both within the United States and internationally, and there can be no assurance that our compliance efforts will keep pace with changes in the law.

We may be subject to political, business or reputational risks due to the activities of customers or other third parties that are out of our control. Customers may assume that we are able to prevent scams by third parties or others or that we have control over their assets or the ability to log in to their wallet if they lose their login information, and our reputation may be negatively impacted if we are perceived to be taking insufficient measures to address such concerns, even if the non-custodial nature of the Exodus Platform prevents us from doing so as a technical matter. In addition, customer concerns about third-party services or crypto assets made available through the Exodus Platform may cause our reputation to suffer for reasons outside of our control. For example, we have received complaints associated with delays by third-party blockchains in processing and recording transactions in crypto assets. While we cannot control the operation of these blockchains, customers may and have attributed such delays to our platform, leading to doubts about the efficiency or reliability of the Exodus Platform. For more information, see “— Any actual or perceived failure of the Exodus Platform to block malware or prevent failures or security breaches or incidents could harm our reputation, cause the Exodus Platform to be perceived as insecure, underperforming, or unreliable, impede our efforts to attract and retain customers, and otherwise negatively impact our business, results of operations and financial condition.” As a result of activities by our customers or other third parties outside of our control, we may experience adverse political, business or reputational consequences.

We believe our long-term value as a company will be greater if we focus on improving our customers' experience with our platform, rather than growth or profitability, which may negatively impact our profitability.

A significant part of our business strategy is to focus on customer service and improving our customers' experience using the Exodus Platform. As a result, our profitability may be lower, particularly in the near term, than it would be if our strategy were solely to maximize growth. Significant expenditures on customer service, enhancing our platform, pursuing relationships with API providers, and recruiting and retaining customer service employees, may not ultimately grow our business or cause long-term profitability. If we are ultimately unable to achieve or improve profitability at the level or during the time frame anticipated by industry or financial analysts and our stockholders, our stock price might decline or our business might be negatively affected.

TABLE OF CONTENTS

If our customers' or contractual providers' access to our platform is interrupted or delayed for any reason, our business could suffer.

Any interruption or delay in our customers' or third-party API providers' access to our platform will negatively impact our customers. Our customers depend on the continuous availability of the Exodus Platform to send, receive, exchange, stake and unstake crypto assets, and our platform is designed to operate without interruption. The adverse effects of any platform interruptions on our reputation and financial condition may be heightened due to the nature of our business and our customers' expectation of continuous and uninterrupted access to their wallet and low tolerance for interruptions for any duration.

The following factors, many of which are beyond our control, can affect the delivery, performance, and availability of our platform:

- The development, maintenance, and functioning of the infrastructure of the Internet as a whole;
- The performance and availability of third-party telecommunications services with the necessary speed, data capacity, and security for providing reliable Internet access and services;
- Decisions by the owners and operators of facilities through which our platform is deployed or by global telecommunications service providers who provide us with network bandwidth to terminate our contracts, discontinue services to us, shut down operations or facilities, increase prices, change service levels, limit bandwidth, declare bankruptcy, or prioritize the traffic of other parties;
- The occurrence of earthquakes, floods, fires, power loss, system failures, physical or electronic break-ins, acts of war or terrorism, human error or interference (including by disgruntled employees, former employees, or contractors), pandemics, and other catastrophic events;
- Cyberattacks targeted at us, facilities where our platform infrastructure is located, our global telecommunications service providers, or the infrastructure of the Internet;
- Errors, defects, or performance problems in the software we use to operate our platform to our customers;
- Our customers' or contractual providers' improper deployment or configuration of our customers' access to our platform;
- The maintenance of the APIs in our systems that our providers use to interact with our platform;
- The failure of our redundancy systems, in the event of a service disruption at one of the facilities hosting our platform infrastructure, to redistribute load to other components of our platform; and
- The failure of our disaster recovery and business continuity arrangements.

The occurrence of any of these factors, or our inability to efficiently and cost-effectively fix such errors or other problems that may be identified, could damage our reputation, negatively impact our relationship with our customers, or otherwise materially harm our business, results of operations, and financial condition.

We rely on software applications that are developed by others, including our API providers, the failure or loss of which could cause us to become less competitive and delay or prevent the delivery of our products or services, and which face security and service interruption risks.

We license many third-party applications to integrate with our platform through the interaction of APIs. We believe a significant component of our value proposition to customers is the ability to interface with these third-party applications through APIs on and within our platform. These third-party APIs and other third-party software and products are constantly evolving, and we may not be able to modify our platform to assure its compatibility with that of other third parties following development or technology changes, and any errors, defects, or operation failures in or of any third party services could result in errors or the loss of functionality in our platform and solutions that could harm our business. Additionally, our business may be harmed if any provider of such software systems discontinues or limits our access to its software or APIs, fails to license APIs to us on commercially reasonable terms, or develops or otherwise favors its own competitive offerings over ours. During 2020, three API providers individually generated \$8.1 million, \$4.5 million and \$5.8 million in revenues,

TABLE OF CONTENTS

representing in the aggregate approximately 86% of our total revenues during 2020. If we fail to maintain or renegotiate any of these licenses, we could face significant delays and diversion of resources in attempting to develop similar or replacement offerings, or to license and integrate a functional equivalent of the offering.

Additionally, these third-party APIs and other third-party software and products that may be integrated with or otherwise used with the Exodus Platform face a variety of security threats, and there can be no assurance that any security measures the providers of these third-party offerings will be effective against current or future security threats. The security measures of these third-party providers could fail and result in unauthorized access to or use of our platform or unauthorized, accidental or unlawful access to, or disclosure, modification, misuse, loss or destruction of, data exchanged through these services. We cannot guarantee that this data will not be compromised in the event of a successful cyberattack against the third party or other similar malicious activity. Similarly, the services may be interrupted, and files or functionality may become temporarily unavailable in the event of this type of attack or malicious activity. If any data exposure or other compromise occurs or is perceived to have occurred, our reputation may be harmed, and we may be subject to claims, investigations or other proceedings and legal liability.

Our success depends, in part, on the success of our strategic relationships with third parties. If any of our agreements with third-party providers are terminated, our business, results of operations and financial condition could be adversely affected.

We depend on, and anticipate that we will continue to depend on, various third-party relationships in order to sustain and grow our business, including technology companies and application developers whose products integrate with ours. In particular, we rely on API agreements with cryptocurrency exchanges and app providers to integrate third-party services underpinning several key aspects of the Exodus Platform's functionality and features. These agreements may be terminated by us or our counterparties at any time with limited notice. If any of these API agreements are terminated or suspended, whether due to a failure or breach of performance or otherwise, the functionality of the Exodus Platform could be adversely affected and we could be forced to incur additional expenses in seeking replacements or may not be able to obtain replacements in a timely fashion, if at all, and such interruptions or discontinuations of service could interfere with our existing customer relationships and make us less attractive to potential new customers.

For example, the Exodus Platform's Exchange Aggregator relies on API agreements with cryptocurrency exchanges, so that our customers can place orders with these exchanges through the Exodus Platform. While the termination or suspension of any one API agreement with a cryptocurrency exchange is unlikely to materially impact the performance of the Exchange Aggregator or our results of operations, multiple terminations or suspensions with multiple exchanges in a short period of time could impair the functionality of the Exchange Aggregator, resulting in customer dissatisfaction and lost revenue. Additionally, certain of our third-party API providers deliver features and functionalities that, if no longer available to us, cannot be replaced easily or in a timely fashion, if at all. For example, the SportX app allows customers in certain jurisdictions located outside of the United States and its territories to place sports wagers using crypto assets held in the Exodus Platform. We believe that SportX's offering is unique and, if our API agreement with SportX were to be terminated for any reason, we would not be able to provide a similar service on the Exodus Platform in the short-term, if at all. If any of our strategic relationships with third-party API providers were to be terminated, we could experience business interruptions and delays.

If we fail to effectively manage our growth, we may be unable to execute our business plan, maintain high-quality levels of support, ensure the security of our platform, adequately address competitive challenges, or maintain our corporate culture, and our business, financial condition, and results of operations would be harmed.

Our success following this offering will depend on our ability to effectively manage the growth of our business. The Exodus Platform has experienced rapid organic growth, in particular since the market for crypto assets began attracting widespread interest in 2017 and 2018, and we anticipate that the number of customers using our platform will increase substantially following this offering. Our growth has placed, and future growth

TABLE OF CONTENTS

will continue to place, a strain on our management and our administrative, operational and financial infrastructure. Our success will depend in part on our ability to manage this growth effectively, which will require that we continue to improve our administrative, operational, financial, and management systems and controls by, among other things:

- maintaining the integrity of our core business purpose, to design the best customer experience for crypto assets;
- maintaining high levels of customer support;
- ensuring the integrity and security of our platform and IT infrastructure;
- identifying and continuing to expand strategic relationships with third-party API providers and executing agreements to integrate third-party software into the Exodus Platform;
- further improving our key business applications, processes, and IT infrastructure; and
- enhancing our information and communication systems to ensure that our employees around the world are well coordinated and can effectively communicate with each other and our growing base of third-party API providers and customers.

Managing our growth will require significant capital expenditures and allocation of valuable management and employee resources. If we fail to manage our expected growth, the uninterrupted and secure operation of our platform, our compliance with the rules and regulations applicable to our operations, the quality of our platform, and our ability to compete could suffer. Any failure to preserve our culture also could further harm our ability to retain and recruit personnel, innovate and create new enhancements for our platform, operate effectively, and execute on our business strategy.

In 2019 and 2018, Exodus identified material weaknesses in our internal control over financial reporting and, if its remediation of these material weaknesses is not effective, or if it fails to maintain an effective system of internal control over financial reporting in the future, it may not be able to accurately or timely report our financial condition or results of operations, which may adversely affect investor confidence in us and the price of our common stock.

A material weakness is a deficiency or combination of deficiencies in internal control over financial reporting such that there is a reasonable possibility that a material misstatement of our consolidated financial statements will not be prevented or detected on a timely basis. During the periods covered by the consolidated financial statements included in this offering statement, our external auditors identified material weaknesses in its internal control over financial reporting:

- It was determined that as of December 31, 2018, Exodus’s financial close process was not sufficient which caused a material weakness in financial reporting and disclosure controls

During 2020, Exodus addressed the internal control issues that contributed to the material weaknesses, by:

- building out and documenting policies and procedures related to financial reporting and accounting practices.
- hiring additional finance and accounting personnel and/or consultants

As a “Tier 2” issuer under Regulation A, we will not need to provide a report on the effectiveness of our internal controls over financial reporting, and we will be exempt from the auditor attestation requirements concerning any report, at least for as long as we remain a Tier 2 issuer.

Abuse or misuse of our customer service tools could cause significant harm to our business and reputation.

In order to provide real-time support to our customers, our employees use customer service tools developed internally as well as third-party tools to diagnose and correct customer security, platform performance, and reliability issues. If our employees were to negligently use or intentionally abuse these tools by interfering with or altering our customers’ wallet information, our customers could be significantly harmed. Our employees’ misuse of information received through the customer service tools, inadvertent or otherwise, could similarly harm our customers. Although our corporate policies prohibit employees from asking customers to provide their private keys, and we have procedures in place should customers unintentionally provide their private keys to us, our

TABLE OF CONTENTS

employees may negligently or intentionally fail to implement these policies or procedures while providing customer support. Any such improper disclosure or removal could significantly and adversely impact our business and reputation. While our tools have been developed only for authorized use by our employees, if a malicious actor were to obtain access to the tools and impersonate our employees, our customers' information could be impacted. Accordingly, any abuse or misuse of our customer service tools could significantly harm our business and reputation. If it became necessary to further restrict the availability or use of our customer service tools by our employees in response to any abuse or misuse, our ability to deliver high-quality and timely customer support could be harmed.

Our international operations expose us to additional risks, and failure to manage those risks could materially and adversely impact our business.

While Exodus does not have physical infrastructure outside of the United States, we do have personnel, subsidiaries and operations outside of the United States and contracts with international third-party API providers. Our international operations and any expansion internationally could subject us to a variety of additional risks and challenges, including:

- increased management, travel, infrastructure and legal compliance costs associated with having operations in multiple jurisdictions;
- providing our platform and operating our business across a significant distance, in different languages, among different cultures and time zones, including the potential need to modify our platform to ensure that they are culturally appropriate and relevant in different countries;
- compliance with foreign privacy, data protection, and security laws and regulations, including data localization requirements, and the risks and costs of non-compliance;
- greater difficulty in enforcing contracts and accounts receivable collection, and longer collection periods;
- limitations on our ability to market our platform and for our solution to be effective in foreign markets that have different cultural norms and related business practices that de-emphasize the importance of positive customer and employee experiences;
- differing technical standards, existing or future regulatory and certification requirements and required features and functionality;
- political and economic conditions and uncertainty in each country or region in which we operate and general economic and political conditions and uncertainty around the world;
- compliance with laws and regulations for foreign operations, including anti-bribery laws, import and export control laws, tariffs, trade barriers, economic sanctions and other regulatory or contractual limits on our ability to acquire new customers in certain foreign markets, and the risks and costs of noncompliance;
- changes in a specific country's or region's political or economic conditions;
- reduced or uncertain protection for intellectual property rights in some countries;
- greater risk of unexpected changes in regulatory practices, tariffs, and tax laws and treaties;
- greater risk of a failure of foreign personnel and third-party API providers to comply with both U.S. and foreign laws, including antitrust regulations, anti-bribery laws, export and import control laws, and any applicable trade regulations ensuring fair trade practices;
- differing employment practices and labor relations issues;

We have taken appropriate measures to ensure that we are in compliance with foreign laws and regulations, such as the use of geo-blocking technology to prohibit the Exodus Platform and certain of its functionalities and third-party services from being accessed in certain jurisdictions where required by applicable law. Despite these efforts, individuals may try to circumvent these efforts. If our non-custodial wallets or the applications we offer were to be banned in other countries as a result of legal changes or regulatory or legal challenges to the Exodus Platform, we could lose access to customers in those countries, which could materially and adversely impact our business.

TABLE OF CONTENTS

We also contract with international third-party API providers. During 2020, three API providers individually generated \$8.1 million, \$4.5 million and \$5.8 million in revenues, representing in the aggregate approximately 86% of our total revenues during 2020. Our revenue in 2020 was derived primarily from non-U.S. jurisdictions, with 91% attributable to the Asia-Pacific (“APAC”) region, 5% attributable to Europe, the Middle East, and Africa (“EMEA”), 3% attributable to United States, and 1% attributable to Canada and Latin America (“Other Americas”). If those international third-party API providers were to not pay us according to our agreements, we might experience greater difficulty enforcing the contracts and accounts receivable collection, and longer collections periods. Additionally, it might be difficult to enforce indemnification clauses outside of the United States, the European Union, or Switzerland. Failure to mitigate the risks associated with our international providers could impact our ability to conduct our business as planned.

Our business could be adversely impacted by the decision of foreign governments, Internet service providers, or others, to block transmission from IP addresses on which our platform depends in order to enforce certain Internet content blocking efforts.

The evolving design of our platform may create challenges for various organizations, including governments, that seek to block certain content based on IP address “blacklists” or other mechanisms. If these challenges become too difficult for those organizations to overcome, they could make the decision to block content in an overbroad manner or block completely websites of providers that integrate with our platform. For example, the Chinese government restricts access to certain Google Cloud services from within the People’s Republic of China, and users of our mobile platform have experienced degraded functionality in China due to these restrictions on our platform’s ability to connect with those services. Some of these blocking efforts would be out of our control once they have been put in place and may limit our ability to provide our platform or third-party applications on a fully global basis, which could reduce demand for our platform among current or potential customers that are focused on the impacted regions or could otherwise adversely impact our business, results of operations, and financial condition.

We face intense and increasing competition, which could adversely affect our business, financial condition, and results of operations.

The market for our platform is intensely competitive and characterized by rapid changes in technology, customer expectations, industry standards, and frequent introductions of new, and improvements of, existing products. Our platform exposes us to competition from competitors including other wallet providers and crypto asset exchanges.

We expect competition to increase as other established and emerging companies and start-ups enter the markets for crypto assets, particularly with respect to wallets, exchanges and applications designed to support crypto assets. If we are unable to anticipate or effectively react to these competitive challenges, our competitive position could weaken, and we could experience a decline in revenue or our growth rate that could materially and adversely affect our business and results of operations.

Our potential competitors include exchanges with substantial infrastructure that choose to enter the market for crypto assets, existing crypto asset exchanges that expand their services or technologies, as well as existing wallet providers that enter the application development market or offer more comprehensive solutions or adapt more quickly than us to new technologies and customer needs. Additionally, if the number of wallet providers, exchanges or wallet applications increases substantially, it could reduce the demand for our platform and increase competitive pressure on us. These competitive pressures in our markets or our failure to compete effectively may result in few customers, reduced revenue and gross margin, increased net losses, and loss of market share.

Our current and potential competitors include a number of different types of companies, including:

- Exchanges that specialize in crypto assets, including Binance US, Bittrex, Coinbase, Gemini, Kraken, Paxos, and ShapeShift;
- Crypto asset wallets, such as Bitpay Wallet, Bread Wallet, Coinbase Wallet, Coinomi Wallet, Jaxx Wallet, and Trust Wallet;
- Banks, non-depository trust companies and other chartered financial institutions that offer crypto asset custody services, including Gemini, Paxos and Prime Trust;
- Custodial financial applications such as Venmo and Cash App, which may in the future seek to create a non-custodial model; and

TABLE OF CONTENTS

- Exchanges or other fintech companies with substantial infrastructure and market share that decide to and may be legally able to offer crypto assets, such as NYSE, Nasdaq and Robinhood.

Many of our existing and potential competitors have or could have substantial competitive advantages including, among others:

- greater name recognition;
- longer operating histories and larger customer bases;
- larger sales and marketing budgets and capital resources;
- broader distribution and established relationships with providers and customers;
- greater customer support resources;
- greater resources to make acquisitions and enter into strategic relationships;
- lower labor and software development costs;
- range of supported crypto assets;
- lower customer acquisition costs; and
- substantially greater financial, technical, and other resources.

In particular, some of our competitors may have substantially broader and more diverse product and services offerings, allowing them to leverage existing commercial relationships, incorporate functionality into existing products, sell products and services with which we compete at zero or negative margins, offer fee waivers and reductions or other economic and non-economic concessions, bundle products, maintain closed technology platforms, or render our platform unable to interoperate with such products. If they were to engage in predatory practices, it could harm our existing platform offerings or prevent us from creating viable products in other segments of the markets in which we participate. If our competitors are able to exploit their advantages or are able to persuade our customers or potential customers that their products are superior to ours, we may not be able to compete effectively and our business, financial condition, and results of operations may be materially affected.

We rely on our key technical, customer service, and management personnel to grow our business, and the loss of one or more key employees or the inability to attract and retain qualified personnel could harm our business.

Our future success is substantially dependent on our ability to attract, retain, and motivate the members of our management team and other key employees throughout our organization, particularly our founders, Jon Paul Richardson and Daniel Castagnoli. We rely on our leadership team in the areas of platform development, operations, customer support, and general administrative functions, and on individual contributors on our creative and engineering teams. Several of our developers and designers have been with us since we began developing the Exodus Platform, and their knowledge and understanding of how the platform works and their vision of how it will work in the future make them critical to maintaining and developing our platform. Although we have entered into employment offer letters with our key personnel, these agreements have no specific duration and constitute at-will employment. We do not maintain key person life insurance policies on any of our employees. The loss of one or more of our executive officers or key employees could seriously harm our business.

To execute our growth plan, we must attract and retain highly qualified personnel. In particular, it is critical for us to attract and retain engineering talent in our fast-growing industry. We have from time to time experienced, and we expect to continue to experience, difficulty in hiring employees with appropriate qualifications. In addition, job candidates and existing employees often consider the value of the equity awards they receive in connection with their employment. Volatility or lack of performance in our stock price may also affect our ability to attract and retain our key employees. Any failure to successfully attract, integrate, or retain qualified personnel to fulfill our current or future needs could materially and adversely affect our business, results of operations, and financial operations.

TABLE OF CONTENTS

If we are not able to maintain our brand or reputation, our business and results of operations may be adversely affected.

We believe that maintaining our reputation as a leading provider of a non-custodial crypto asset wallet with the best customer experience, and allowing customers to have direct control over their financial assets, is critical to our relationship with our existing customers and our ability to attract new customers. The successful promotion of our brand will depend on a number of factors, including our record of security, performance, and reliability; our ability to continue to develop high-quality features for and integrate high-quality products on our platform through API agreements; and our ability to successfully differentiate our platform from competitive products and services. Our brand promotion activities may not be successful or yield increased revenue.

Independent industry and financial analysts often provide reviews of our platform, as well as those of our competitors. Perception of our offerings in the marketplace may be significantly influenced by these expert reviews. If reviews of our platform are negative, or less positive than those of our competitors, our brand may be adversely affected. The performance of our third-party API providers may also affect our brand and reputation, particularly if customers do not have a positive experience with our API providers. While we have developed the Exodus brand without substantial expenditures on marketing, the further promotion of our brand may require us to make increased expenditures, and we anticipate that the expenditures will increase as our market become more competitive. Expenditures intended to maintain and enhance our brand may not be cost-effective or effective at all. If we do not successfully maintain and enhance our brand, we may have reduced pricing power relative to our competitors, we could lose customers, or we could fail to attract potential new customers or expand offerings of new products to our existing customers, all of which could materially and adversely affect our business, results of operations, and financial condition.

If we are not able to effectively develop platform enhancements, introduce new products or keep pace with technological developments that are attractive to our current and prospective customers, our business, results of operations and financial condition could be adversely affected.

Our future success will depend on our ability to adapt and innovate. To attract new customers and increase revenue from our existing customers, we will need to enhance and improve our existing platform and introduce new products, features and functionality. We have continuously released biweekly updates across the Exodus Platform. While our customers expect these biweekly updates, future enhancements and new products that we develop may not be introduced in a timely or cost-effective manner, or may contain errors or defects and may have interoperability difficulties with our platform. We have in the past experienced delays in our internally planned release dates of new products, features and functionality, and there can be no assurance that these developments will be released according to schedule. We have also prioritized, and may continue to prioritize, the development of relationships with third-party API providers whose application programs and services we integrate into the Exodus Platform, which we believe will enhance our platform by providing additional use cases for crypto assets to our customers. However, we may not be able to integrate these programs or services successfully or achieve the expected benefits of such integration. If we are unable to successfully develop, acquire or integrate new products, features and functionality, or to enhance our existing platform to meet the needs of our existing or potential customers in a timely and effective manner, our business, results of operations and financial condition could be adversely affected.

In addition, because our platform is designed to operate on a variety of networks, applications, systems and devices, we will need to continually modify and enhance our platform to keep pace with technological advancements in such networks, applications, systems and devices. If we are unable to respond in a timely, user-friendly and cost-effective manner to these rapid technological developments, our platform may become less marketable and less competitive or obsolete, and our business, results of operations and financial condition may be adversely affected.

Our third-party API providers may fail to pay us in accordance with the terms of their agreements, at times necessitating action by us to attempt to compel payment.

We typically enter into API agreements with third-party cryptocurrency exchanges and other crypto asset service providers, which provide for the payment of integration fees to us based on agreed-upon metrics. If our third-party API providers fail to pay us in accordance with the terms of our agreements, we may be adversely affected both from the inability to collect amounts due and the cost of enforcing the terms of our agreements,

TABLE OF CONTENTS

including litigation and arbitration costs. Furthermore, some of our third-party API providers may seek bankruptcy protection or other similar relief and fail to pay amounts due to us, or pay those amounts more slowly, either of which could adversely affect our results of operations, financial condition and cash flow.

Disputes with our customers and other third parties could be costly, time-consuming and harm our business and reputation.

Our business requires us to distribute the Exodus Platform in many different jurisdictions, and to enter into agreements with a large number of third-party providers in many different jurisdictions. Our agreements contain a variety of terms, including service levels, data privacy and security obligations, indemnification, dispute resolution procedures and regulatory requirements. Agreement terms may not be standardized across our business and can be subject to differing interpretations and local law requirements, which could result in disputes with our customers and other third parties from time to time. If our customers or other third parties notify us of a breach of contract or otherwise dispute the terms of our agreements, the dispute resolution process could be expensive and time consuming and result in the diversion of resources that could otherwise be deployed to grow our business. Even if these disputes are resolved in our favor, we may be unable to recoup the expenses and other diverted resources committed to resolving the dispute and, if we receive negative publicity in connection with the dispute, our reputation and brand may be harmed. Furthermore, the ultimate resolution of such disputes may be adverse to our interests and as a result could adversely affect our results of operations and financial condition.

We depend and rely upon third parties to operate certain elements of our infrastructure, and interruptions in these technologies may adversely affect our business and results of operations.

We utilize third-party cloud infrastructure services to operate and maintain certain elements of our platform and business. For example, all of our website traffic flows through cloud-based services which provide security to protect against bad traffic, or potential malicious attacks. Some elements of the complex system that hosts our platform are operated by third parties that we do not control and that could require significant time to replace. We expect this dependence on third parties to continue. Interruptions in these providers, our own internal infrastructure, or the third-party systems on which we rely, whether due to system failures, computer viruses, physical or electronic break-ins, natural disasters, or other factors, could affect the security or availability of the Exodus Platform. We have previously experienced service disruptions in the past, such as an outage which prevented our customers from accessing the Exchange Aggregator on our platform, being able to log in, or accessing customer support through the mobile platform. We cannot assure you that we will not experience interruptions or delays in our service in the future.

Our existing third-party hosting providers have no obligations to renew their agreements with us on commercially reasonable terms or at all, and certain of the agreements governing these relationships may be terminated by either party at any time, with limited notice. If any of our arrangements with third parties are terminated, users could experience difficulty accessing the Exodus Platform, and we could incur additional expenses in arranging alternative cloud services. Further, third-party cloud providers can decide to shut down our accounts for various reasons with limited notice.

Our business could be adversely impacted by changes in Internet access for our customers or laws specifically governing the Internet.

Our platform performance and reliability depend on the quality of our customers' access to the Internet. Certain features of our platform require significant bandwidth and fidelity to work effectively. Internet access is frequently provided by companies that have significant market power that could take actions that degrade, disrupt, or increase the cost of customer access to our platform, which would negatively impact our business. We could incur greater operating expenses and our customer acquisition and retention could be negatively impacted if other network operators:

- implement usage-based pricing;
- discount pricing for competitive products;
- otherwise materially change their pricing rates or schemes;
- charge us to deliver our traffic at certain levels or at all;

TABLE OF CONTENTS

- throttle traffic based on its source or type;
- implement bandwidth caps or other usage restrictions; or
- otherwise try to monetize or control access to their networks.

In addition, there are various laws and regulations that could impede the growth of the Internet or online services, and new laws and regulations may be adopted in the future. These laws and regulations could involve interconnection and network management; taxation; tariffs; privacy; licensing; data protection; data security; content; copyrights; distribution; electronic contracts and other communications; consumer protection; and requirements for the characteristics and quality of services, any of which could decrease the demand for, or the usage of, our platform. Legislators and regulators may make legal and regulatory changes, or interpret and apply existing laws, in ways that require us to incur substantial costs, expose us to unanticipated civil or criminal liability, or cause us to change our business practices. If these changes are implemented, it could have an adverse and negative impact on our business. In addition, we may be banned from providing our platform in certain countries, which would prevent our ability to grow our business in such markets and would also have a detrimental impact on the performance and scope of our platform. These changes or increased costs could materially harm our business, results of operations, and financial condition.

If we are required to reclassify independent contractors as employees, we may incur additional costs and taxes which could adversely affect our business, financial condition, results of operations and prospects.

We use a significant number of independent contractors in our international operations for whom we do not pay or withhold any employment tax based on their location or jurisdiction. Whether an individual is an employee or an independent contractor depends on applicable local law and may be subject to multiple, fact-intensive factors. There can be no assurance that legislative, judicial or regulatory (including tax) authorities will not introduce proposals or assert interpretations of existing rules and regulations that would change, or at least challenge, the classification of our independent contractors. Although we believe we have properly classified our independent contractors, foreign tax authorities may determine that we have misclassified our independent contractors for employment tax or other purposes and, as a result, seek additional taxes from us or attempt to impose fines and penalties. If we are required to pay employer taxes or pay backup withholding with respect to prior periods with respect to or on behalf of our independent contractors, our operating costs will increase, which could adversely impact our business, financial condition, or results of operations.

We may in the future be party to intellectual property rights claims and other litigation, governmental and regulatory matters that, could be costly to defend, and if resolved adversely, could have a material impact on our business, results of operations, or financial condition.

We own copyrights, trademarks, and domain names and, from time to time, may be subject to litigation based on allegations of infringement, misappropriation, or other violations of intellectual property or other rights. For example, we have trademarked the name “Exodus” in the context of digital money and digital wallets, with the U.S. Patent and Trademark Office and we have ownership of the *exodus.com* domain name. As we face increasing competition and gain an increasingly high profile, the possibility of intellectual property rights claims, commercial claims, and other assertions against us grows. In addition, a number of companies in our industry hold a large number of patents and also protect their copyright, trade secret, and other intellectual property rights, and companies in the financial technology industry frequently enter into litigation based on allegations of patent infringement or other violations of intellectual property rights. While we have not been a party to litigation so far, we may, from time to time in the future, become a party to litigation and disputes related to intellectual property, our business practices, and our platform. We may also be subject to governmental and other regulatory investigations from time to time. The costs of supporting litigation and dispute resolution proceedings are considerable, and there can be no assurances that a favorable outcome will be obtained. Disputes, whether or not favorably resolved, may generate negative publicity and damage our reputation. We may need to settle litigation and disputes on terms that are unfavorable to us, or we may be subject to an unfavorable judgment that may not be reversible upon appeal. The terms of any settlement or judgment may require us to cease some or all of our operations or pay substantial amounts to the other party. With respect to any intellectual property rights claim, we may have to seek a license to continue practices found to be in violation of third-party rights, which may not be available on reasonable terms and may significantly increase our operating expenses. A license to continue such practices may not be available to us at all, and we may be required to develop alternative non-infringing

TABLE OF CONTENTS

technology or practices or discontinue the practices. The development of alternative, non-infringing technology or practices could require significant effort and expense. Our business, results of operations, and financial condition could be materially and adversely affected as a result.

Our holdings of crypto assets expose us to potential risks, including exchange, security and liquidity risks, which could negatively affect our business, financial condition, and results of operations.

We have invested, and expect to continue to invest, a substantial portion of our cash and cash equivalents into crypto assets, such as Bitcoin and Ether, which we record on our balance sheet as indefinite-lived intangible assets. As of December 31, 2020, crypto asset holdings, such as Bitcoin and Ether, accounted for approximately 37.0% of our total assets, and during the year ended December 31, 2020, we derived primarily all of our revenue in the form of crypto assets, primarily Bitcoin. Any change in the U.S. dollar value of crypto assets such as Bitcoin will affect our consolidated financial statements when our operating results are translated into U.S. dollars for reporting purposes. In addition, volatility of Bitcoin and other crypto assets may affect our business by increasing or decreasing the value of the funds available to us. The prices of crypto assets are extremely volatile. Fluctuations in the price of crypto assets could materially and adversely affect our results of operations, as the prices of crypto assets have historically been subject to dramatic fluctuations. In the event of a decline in value of Bitcoin, our financial position, results of operations, and cash flows could be materially and adversely affected.

Most of our expenses, like employee salaries, are denominated in U.S. dollars and paid using Bitcoin. While the dollar impact of these expenses on our financial condition and results of operations is not affected by fluctuations in Bitcoin value, we are subject to translational risk because we may be required to pay a larger amount of Bitcoin to satisfy these expenses if the dollar value of Bitcoin decreases. Certain of our other liabilities, expenses and costs must be paid in U.S. dollars, and we may be required to convert crypto assets to U.S. dollars in order to satisfy those liabilities, expenses and costs. The U.S. dollar value of any given crypto asset can fluctuate significantly and may be characterized by volatility. There can be no assurance that we will be able to exchange our crypto assets for U.S. dollars on a timely basis, if at all, or for a fair price. If the value of our crypto assets declines, or if we experience difficulties converting our crypto assets to U.S. dollars, we may not have sufficient liquid assets to satisfy our liabilities, expenses and costs as they become due, which may negatively affect our business operations and financial condition. We are exposed to transaction costs and exchange risks because we usually convert a portion of our Bitcoin holdings into U.S. dollars each month, with a general target of ensuring that half of our total cash holdings are held in Bitcoin and the other half in U.S. dollars, and there can be no assurances that our efforts to maintain an adequate balance of U.S. dollar holdings will be successful.

Additionally, crypto assets generally are not subject to the protections typically enjoyed by more conventional types of financial assets, such as Federal Deposit Insurance Corporation (“FDIC”) or Securities Investor Protection Corporation insurance. If our crypto assets are lost, stolen or destroyed, we may not have adequate sources of recovery and, even if we can identify a third party responsible for such loss, theft or destruction, such third party may not have the financial resources sufficient to make us whole again.

Our business is subject to the risks of catastrophic events.

A significant natural disaster, such as an earthquake, fire, power outage, flood or other catastrophic event, or interruptions by strikes, terrorism or other man-made problems, or interruptions due to public health crises or pandemics, such as the ongoing COVID-19 pandemic, or other unforeseen significant interruptions could have a material adverse effect on our business, operating results and financial condition. Despite any precautions we may take, the occurrence of a natural disaster or other unanticipated problems could result in lengthy interruptions in our services. In addition, acts of strikes, terrorism and other geo-political unrest could cause disruptions in our business and lead to interruptions, delays or loss of critical data. All of the aforementioned risks may be further increased if our disaster recovery plans prove to be inadequate.

We do not currently maintain business interruption insurance to compensate us for potentially significant losses, including potential harm to our business that may result from interruptions in our ability to provide our services. Any significant interruptions to our business caused by, among other things, natural catastrophic events such as earthquakes, fires, power outages or floods, man-made problems such as strikes, terrorism or war, public health crises such as pandemics, acts of God, and other unforeseen activities or events that cause such

TABLE OF CONTENTS

interruptions could have a material adverse effect on the operations and development of the Exodus Platform or operations and development of applications that run on the Exodus Platform.

Certain of our market opportunity estimates, growth forecasts, marketing data related to customer use of our platform, and key metrics included in this offering circular could prove to be difficult to predict or inaccurate, and any real or perceived inaccuracies may harm our reputation and negatively affect our business.

Market opportunity estimates and growth forecasts are subject to significant uncertainty and are based on assumptions and estimates that may not prove to be accurate. The estimates and forecasts in this offering circular relating to the size and expected growth of our target market may prove to be inaccurate. Even if the markets in which we compete meet the size estimates and growth forecasted in this offering circular, our business could fail to grow at similar rates, if at all. We also rely on assumptions and estimates to calculate certain of our key metrics and we regularly review and may adjust our processes for calculating our key metrics to improve their accuracy. Our key metrics may differ from estimates published by third parties or from similarly titled metrics of our competitors due to differences in methodology. Additionally, we rely on certain data streams for information related to downloads of the Exodus Platform, website visits, and active customers, as well as other statistics related to customer use of the platform. These data streams are unaudited, and while we believe they are an accurate representation of the use of our platform, they could be inaccurate. If investors or analysts do not perceive our metrics to be accurate representations of our business, or if we discover material inaccuracies in our metrics, our reputation, business, results of operations, and financial condition would be harmed.

We rely on search engine placement to attract a meaningful portion of our customers. If we are not able to generate traffic to our website through search engines, or increase the profile of the Exodus Platform through social media engagement, our ability to attract new customers may be impaired.

Many of our customers locate our website through internet search engines. The prominence of our website in response to internet searches is a critical factor in the attractiveness of the Exodus Platform, and our digital marketing efforts, such as search engine optimization, are intended to improve our search result rankings and draw additional traffic to our website. Visits to our website could decline significantly if we are listed less prominently or fail to appear in search results for any reason, including ineffective implementation of our digital marketing strategies or any change by a search engine to its ranking algorithms or advertising policies.

Visits to our website could also decline if our accounts on YouTube or other social media platforms are shut down or restricted. We work across these social networks to increase brand awareness of our company, and to promote customer acquisition. Any interruption of our use of social media platforms could result in reduced traffic to our website and diminished interest in the Exodus Platform, which could adversely affect our business and operating results.

Some of our technology incorporates or utilizes software released under the terms of “open source” licenses, which could subject us to possible litigation and be used by other companies to compete against us.

Aspects of the Exodus Platform and our applications include or utilize software released under the terms of open source licenses, including the MIT License, Internet Systems Consortium License, Apache License, Mozilla Public License and GNU Lesser General Public License. We could be subject to suits by parties claiming ownership of what we believe to be open source software, noncompliance with open source licensing terms, or that our use of such software infringes a third party’s intellectual property rights. Some open source software licenses require users who distribute or make available open source software as part of their software to publicly disclose all or part of the source code to such software and/or make available any derivative works of the open source code (which could include our proprietary modifications and/or platform code into which such open source software has been integrated) on terms allowing further modification and redistribution and at no or nominal cost. The terms of many open source licenses have not been interpreted by U.S. or foreign courts, and these licenses could be construed in a way that could impose other unanticipated conditions or restrictions on our ability to commercialize the Exodus Platform. While we monitor our use of open source software and try to ensure that none is used in a manner that would require us to disclose source code that we have decided to maintain as proprietary or that would otherwise breach the terms or fail to meet the conditions of an open source license or third-party contract, such use could inadvertently occur and we may as a result be subject to claims for breach of contract, infringement of intellectual property rights, or indemnification. Such inadvertent use could also require us to release our proprietary source code, pay damages, royalties, or license fees or other amounts,

TABLE OF CONTENTS

seek new licenses from third parties, re-engineer our platform or applications, discontinue sales or distribution of software in the event re-engineering cannot be accomplished on a timely basis, or take other remedial action that may divert resources away from the operation of our business, maintenance of our platform or our development efforts, any of which could adversely affect our business.

We anticipate voluntarily making available some of our software under open source licenses in the future, which could be used by other companies to compete against us.

A person or company could establish software, technology and networks based on the open source software we use and the software we publicly release under open source licenses, and it is possible such products would be substantially similar to and competitive with the Exodus Platform. If this were to happen, it is possible the value of the Exodus Platform could decline. Many of the risks associated with the usage of open source software cannot be eliminated, and could, if not properly addressed, negatively affect our business.

The Exodus Platform is free to download and use, and while this is an important part of our business strategy, we may not be able to realize all of the expected benefits of this strategy. The costs and other detriments associated with this strategy could outweigh the benefits we receive from offering the Exodus Platform for free.

We have always offered the Exodus Platform as a free download to customers. We believe that this approach is valuable for maintaining and growing our customer base, and because customers are more likely to engage with monetized features once they develop an interest in our platform, this is an important part of our overall business strategy. However, to the extent that we do not achieve the expected benefits of this strategy, our business may be adversely affected by making the Exodus Platform available for free. For example, customers may misuse or publicly criticize our platform, violate our terms of service or applicable laws while using the Exodus Platform, or require substantial attention from our customer support teams, while never using any of the monetized features of the Exodus Platform.

If we fail to integrate the Exodus Platform with operating systems, platforms, and hardware that are developed by others, the Exodus Platform may become less marketable, less competitive or obsolete and our business and results of operations would be harmed.

Our platform must integrate with a variety of operating systems, platforms, and hardware, and we need to continuously modify and enhance the Exodus Platform to adapt to changes in hardware, software and networking technologies. The Exodus Platform is available for download on macOS, Microsoft Windows and Linux desktop devices, and on iOS and Android mobile devices. The availability of the Exodus Platform and its various functionalities is therefore subject to standard policies and terms of service of these third-party platforms, which can affect the promotion, distribution, and operation generally of the Exodus Platform. Each platform provider has broad discretion to change and interpret its terms of service and other policies with respect to our platform and its functionalities, and those changes and interpretations may be unfavorable. For example, both the Apple iTunes App Store and the Google Play Store have imposed specific restrictions on the types and functionalities of crypto asset-related apps available on those platforms. A platform provider may also change its fee structure, add fees associated with access to and use of its platform, or restrict how users can access the platform, which would similarly be unfavorable.

If our estimates or judgments relating to our critical accounting policies prove to be incorrect or financial reporting standards or interpretations change, our results of operations could be adversely affected.

The preparation of consolidated financial statements in conformity with generally accepted accounting principles (“GAAP”) in the United States requires our management to make estimates and assumptions that affect the amounts reported and disclosed in our consolidated financial statements and accompanying notes. We base our estimates and assumptions on historical experience and on various other assumptions that we believe to be reasonable under the circumstances. The results of these estimates form the basis for making judgments about the carrying values of assets, liabilities, and equity, and the amount of revenue and expenses that are not readily apparent from other sources. Significant assumptions and estimates used in preparing our consolidated financial statements include those related to revenue recognition, the valuation of crypto assets, and software development costs. Our results of operations may be adversely affected if our assumptions change or if actual circumstances differ from those in our assumptions, which could cause our results of operations to fall below the expectations of industry or financial analysts and investors, resulting in a decline in the trading price of our Class A common stock.

TABLE OF CONTENTS

Additionally, we regularly monitor our compliance with applicable financial reporting standards and review new pronouncements and drafts thereof that are relevant to us. As a result of new standards, or changes to existing standards, and changes in their interpretation, we might be required to change our accounting policies, alter our operational policies and implement new or enhance existing systems so that they reflect new or amended financial reporting standards, or we may be required to restate our published consolidated financial statements. Such changes to existing standards or changes in their interpretation may have an adverse effect on our reputation, business, financial condition, and profit and loss, or cause an adverse deviation from our revenue and operating profit and loss targets, which may negatively impact our results of operations.

The nature of our business requires the application of complex accounting rules, and any significant changes in current rules could affect our consolidated financial statements and results of operations.

The accounting rules and regulations that we must comply with are complex and are subject to interpretation by the Financial Accounting Standards Board (“FASB”), the SEC and various bodies formed to promulgate and interpret appropriate accounting principles. Recent actions and public comments from the FASB and SEC have focused on the integrity of financial reporting and internal controls over financial reporting. In addition, many companies’ accounting policies and practices are subject to heightened scrutiny by regulators and the public. A change in these principles or interpretations could have a significant effect on our reported results of operations and may even affect the reporting of transactions completed before the announcement or effectiveness of a change. It is difficult to predict the impact of future changes to accounting principles or our accounting policies, any of which could negatively affect our results of operations.

We may make acquisitions, investments in other companies, partnerships, alliances or other strategic transactions that could be material to our business, results of operations, financial condition and prospects. Such strategic transactions could be difficult to identify and integrate, divert the attention of key management personnel, disrupt our business, dilute stockholder value, and adversely affect our results of operations, financial condition, and prospects.

We believe that our long-term growth depends in part on our ability to develop and monetize additional aspects of our platform, which we may pursue through acquisitions, investments in other companies, partnerships, alliances or other strategic transactions.

Our ability as an organization to successfully acquire technologies or businesses is unproven. We may not be able to find suitable acquisition candidates and we may not be able to complete acquisitions on favorable terms, if at all. Even if we do complete an acquisition, we may not ultimately strengthen our competitive position or achieve our goals, and any acquisitions we complete could be viewed negatively by customers, developers, or investors. In addition, we may not be able to integrate acquired businesses successfully or effectively manage the combined company following an acquisition. If we fail to successfully integrate our acquisitions, or the people or technologies associated with those acquisitions, into our company, the results of operations of the combined company could be adversely affected. Any integration process will require significant time and resources, require significant attention from management, and disrupt the ordinary functioning of our business, and we may not be able to manage the process successfully, which could adversely affect our business, results of operations, and financial condition. In addition, we may not successfully evaluate or utilize the acquired technology and accurately forecast the financial impact of an acquisition transaction, including accounting charges.

We may also enter into relationships with other businesses, which could involve joint ventures, collaboration agreements, investments in other companies, or alliances. Negotiating these transactions can be time-consuming, difficult, and costly, and our ability to close these transactions may be subject to third-party approvals, such as government regulatory approvals, which are beyond our control. Consequently, we cannot assure you that these transactions, once undertaken and announced, will close or will lead to commercial benefit for us.

In connection with the foregoing strategic transactions, we may:

- issue additional equity securities that would dilute our stockholders;
- use cash that we may need in the future to operate our business;
- incur debt on terms unfavorable to us or that we are unable to repay;
- incur large charges or substantial liabilities;

TABLE OF CONTENTS

- encounter difficulties integrating diverse business cultures; and
- become subject to adverse tax consequences, substantial depreciation, or deferred compensation charges.

These challenges related to acquisitions or other strategic transactions could adversely affect our business, results of operations, financial condition, and prospects.

Risks Related to the Common Stock Tokens and Trading on an ATS

We are offering shares of our Class A common stock in this offering. Our Class A common stock exists solely as book-entry shares within the records of the Transfer Agent. Shares of our Class A common stock will not have traditional share certificates. We intend that each share of our Class A common stock will be represented by a digital token (“**Common Stock Token**”) that can be viewed through the Exodus Platform. Common Stock Tokens will not be shares of common stock; rather, they will be digital representations of the number of shares purchased and held by a given stockholder. Common Stock Tokens are only digital representations of our Class A common stock, contain no voting, governance, economic or other rights, and cannot be traded independently of the Class A common stock. At the time of the commencement of this Offering, our Common Stock Tokens will not yet be available. We expect that our Common Stock Tokens will be available within nine months of the qualification of this offering. If we make Common Stock Tokens available we will notify our Class A common stock holders by filing a Form 1-U, contacting the holders of our Class A common stock directly through our desktop and mobile apps, and posting notices on our desktop and mobile apps. The ownership and transfer of shares of our Class A common stock will be recorded in book-entry form by the Transfer Agent and, if we make Common Stock Tokens available, will also be recorded by the Transfer Agent on a blockchain network approved by our Transfer Agent, which will be an open-source, public, distributed ledger that is secured using cryptography, using the Common Stock Tokens. Common Stock Tokens are created, held and maintained by the Transfer Agent, and not by Exodus. Our Class A common stock and Common Stock Tokens are subject to the following risks.

If we are not able to make the Common Stock Tokens available to holders of our Class A common stock, we may incur significant damage to our reputation, which could have a material adverse effect on our business, financial condition and results of operations.

Our mission is to empower people to secure, manage and use their crypto assets, and we believe that crypto assets have the potential to profoundly change the way society does business, including the business of managing and using shares of common stock. Our intention with this offering is to have our Class A common stock represented by a digital token so that it is easy for holders of our Class A common stock to manage, store and use their Class A common stock. It is possible that we may not be able to, in a timely manner, create the technology to make the Common Stock Tokens available to holders of our Class A common stock, and it is possible that even if we were able to make the Common Stock Tokens available, gas fees or other technological restrictions from the blockchain network that underlies the Common Stock Tokens may make the Common Stock Tokens too expensive or too complicated for holders of Class A common stock to use. If we are not able to make Common Stock Tokens available, or if the Common stock Tokens that we make available are too complicated or expensive for holders of our Class A common stock to use, we could be perceived as having failed to live up to our business mission and our reputation could be severely damaged. If our reputation was damaged as a result of this failure, it could have a material adverse effect on our business, financial condition and results of operations.

If we make the Common Stock Tokens available on the Ethereum Blockchain, the “gas fees” that must be paid to move the Common Stock Tokens on the blockchain may be so prohibitively expensive that the Common Stock Tokens may become unusable.

In order to transfer Common Stock Tokens on the Ethereum Blockchain, the Ethereum Blockchain requires the payment of network fees, sometimes referred to as “gas fees.” These fees are payments made by users of the Ethereum Blockchain to the Ethereum Blockchain miners to compensate the miners for the computing energy required to process and validate transactions on the Ethereum Blockchain. The gas fee is determined by the Ethereum miners, and the miners can choose to decline to process a transaction if the gas fee does not meet their specified threshold. As a result, the amount of the gas fee can vary, and can increase due to increased demand for the miners’ services in processing Ethereum transactions. In 2020, the average transaction gas fee for Ethereum ranged from \$0.07 to \$12.54, but in February 2021 the gas fee reached a high price of \$252.33. If we

TABLE OF CONTENTS

choose to make available Common Stock Tokens on the Ethereum Blockchain, any such gas fees will be paid by the person or entity that holds and is choosing to transfer Common Stock Tokens. As a result, the gas fees may become so expensive that holders of our Class A common stock may choose not to utilize our Common Stock Tokens, and we will have no ability to resolve or mitigate this issue.

Our Class A common stock initially will not be listed on any securities exchange or available to trade on any ATS, we do not intend to apply for the listing of our Class A common stock on any securities exchange, and we cannot provide any assurance that we will be successful in making our Class A common stock available to trade on an ATS.

Our Class A common stock will not be listed for trading on, and we have no intention to apply for listing on, any securities exchange or through any other national market system (“NMS”) trading platform. Further, our Class A common stock will not, at the commencement of this Offering, be available for trading on any specific trading system that is registered with the SEC as an alternative trading system (“ATS”). When we make Common Stock Tokens available, we intend to make our Class A common stock available for trading on several ATSS, including the tZERO ATS in the second quarter of 2021 and the Securitize ATS in the third quarter of 2021. However, although we are in discussions with several ATSS regarding the availability of our Class A common stock for trading following the commencement of this Offering, these discussions may not be successful, and there can be no assurance that our Class A common stock will become available for trading on an ATS in the near term or at all. It is not a condition to the closing of the Offering that the Common Stock Tokens be made available to holders of our Class A common stock or be available to trade on any ATS. The Common Stock Tokens may not be supported by all ATSS that may trade our Class A common stock. Holders of shares our Class A common stock may transfer such shares through the book-entry transfer facilities of the Transfer Agent. If our Class A common stock is not made available for purchase on, or for trading through, an ATS, that would likely result in limited liquidity for our Class A common stock. Such limited liquidity may result in you not being able to resell your Class A common stock on a timely basis or at all.

Even if we are successful in making our Class A common stock available to trade on an ATS, this ATS may experience limited volume and liquidity.

In order to maintain the system of Class A common stock represented by Common Stock Tokens, our Class A common stock will be issued and available for purchase through our Transfer Agent. As discussed above, we are currently in discussions with an ATS to make our Class A common stock available for purchase on, and able to be traded through, an ATS, but have not yet reached a definitive agreement with any ATS. There can be no assurance that any definitive agreement with an ATS will be reached and our Class A common stock may not be able to be purchased or traded through an ATS.

If our Class A common stock is made available for purchase on, and can be traded through, an ATS, we expect that both the Transfer Agent and any ATS we may use may have the capability to support trades in our Class A common stock and transfers of our Common Stock Tokens. However, the Common Stock Tokens may not be supported by all ATSS that may trade our Class A common stock. Holders of shares our Class A common stock may transfer such shares through the book-entry transfer facilities of the Transfer Agent even if there is no means by which to separately transfer the Common Stock Tokens. Any ATS on which shares of our Class A common stock are made available to trade may only provide limited liquidity for purchasers and sellers of our shares. Only subscribers who fulfill the Transfer Agent’s and such ATS’s requirements that enable the subscriber to create an account with the Transfer Agent and ATS may buy and sell our Class A common stock. In addition, because our Class A common stock is distinct from other securities that trade on an NMS, any ATS on which our Class A common stock may trade may experience limited trading volume due to a relatively small number of shares trading on the ATS. It is also likely that any ATS on which our shares are made available to trade will not have market makers, specialists or other institutions that stand ready to buy and sell our shares. Instead, it is likely that a seller will be able to sell shares only if there is a willing buyer interacting with the ATS at the same time the seller is, and only if that buyer wants to buy at the price and in the amount indicated by the seller. The same is true, in reverse, for a potential buyer. As a result, this novel trading system may have limited liquidity, resulting in a lower or higher price or greater volatility than would be the case with greater liquidity, and consequently our Class A common stock may be less liquid than traditional common stock that is not represented by Common Stock Tokens.

Although our Class A common stock may be sold in peer-to-peer transactions and the Common Stock Tokens transferred in accordance with such sale, the availability of counterparties to such transactions is limited

TABLE OF CONTENTS

to other shareholders or other eligible purchasers who have submitted to the Transfer Agent's AML/KYC procedures and have been whitelisted by the Transfer Agent. In addition, a current shareholder who wishes to transfer Common Stock Tokens must know the blockchain account address and/or identity of an approved potential counter party in order to engage in peer-to-peer transactions; neither we nor our Transfer Agent will publish such information. There may be relatively few investors to whom our Class A common stock and Common Stock Tokens can be transferred in a peer-to-peer transaction, and there may not be a mechanism to readily identify other holders interested in selling our Class A common stock or persons interested in purchasing our Class A common stock. Consequently, there may be limited to no liquidity in our Class A common stock. As a result, shareholders may not be able to sell their Class A common stock represented by Common Stock Tokens on a timely basis or at all.

Public data related to holders of our Common Stock Tokens and transaction history involving the Common Stock Tokens will, if we make Common Stock Tokens available, be viewable on the blockchain network we choose to use for the Common Stock Tokens. As the Common Stock Token represents shares of our Class A common stock, the ability to view the transaction history will serve as an ability to view reasonably accurate data regarding the holders of our Class A common stock and transactions in our Class A common stock. The information may not be fully accurate, however, as the official record of transactions in our Class A common stock is kept by the Transfer Agent using their book entry methods. Ownership and transfer of Common Stock Tokens held in an Exodus wallet is validated through the use of cryptography, in other words, by computers using algorithms to solve complex mathematical equations that prove a shareholder controls the account containing our Common Stock Tokens and wants a transaction to be sent. Authentication ensures that only the owner of shares of our Class A common stock can transfer the Common Stock Tokens in an account. There may be a limited number of eligible investors available to participate in such transactions.

Although records of peer-to-peer transactions in Common Stock Tokens will, if we make Common Stock Tokens available, be viewable on the blockchain network we choose to use for the Common Stock Tokens, record and beneficial ownership of our Class A common stock is reflected on solely the book-entry records of the Transfer Agent. The Transfer Agent is regulated by the SEC and the Transfer Agent's records constitute the only official shareholder records of our Class A common stock and govern the record ownership of our Class A common stock in all circumstances.

The record of ownership of each Exodus wallet will be available to the general public and it may be possible for members of the public to determine the identity of the record holders of the accounts. Although the record of ownership included in the relevant blockchain is a non-controlling "courtesy copy" of the records maintained by the Transfer Agent, it will be made publicly available. The publicly available information will include the digital account address of each holder of record transacting in our Common Stock Tokens and the entire history of each Exodus wallet, but it will not include any names or similar identifiers. As a result, it may be possible for members of the public to determine the identity of the record holders of certain Exodus wallets based on the publicly available information in the blockchain copy, as well as other publicly available information, including, but not limited to, any ownership reports required to be filed with the SEC regarding the ownership of our Class A common stock or Common Stock Tokens. To the extent that the Transfer Agent's records and the duplicative records on the blockchain get out of synchronization, there could be a delay while the Transfer Agent corrects any such errors, and such errors may cause investors confusion with respect to their record holdings of our Class A common stock and Common Stock Tokens. This could adversely affect the liquidity of our Class A common stock.

The trading ledger showing trades in our Common Stock Tokens is publicly available, which may give rise to privacy concerns.

The distributed ledger used to record transfers of our Common Stock Tokens will be available to the public and stores the complete trading history from the issuance of the Common Stock Tokens. The Common Stock Tokens are represented by ledger balances and secured by cryptographic key pairs and only the public-key-derived account address is exposed to the public on the distributed ledger. The personal identity information necessary to associate a public key representing a given block of Common Stock Tokens with the owner of our Class A common stock will be maintained by the Transfer Agent in a proprietary ledger system that is not exposed to the public. As such, robust and transparent trading data, other than stockholder identity, with respect to our Common Stock Tokens will be publicly available. This may make it more difficult for stockholders to execute certain trading strategies using their Common Stock Tokens. If there are security breaches with respect

TABLE OF CONTENTS

to the proprietary ledger resulting in theft of the information necessary to link personal identity with public keys, the stolen information could be used to determine the affected stockholder's complete trading history in our Common Stock Tokens and, to the extent that data is an accurate reflection of transactions in our Class A common stock, the affected stockholder's complete trading history in our Class A common stock. Moreover, concerns over these issues may limit adoption of this novel trading system by a range of potential investors, reducing liquidity of our Class A common stock.

The private cryptographic keys representing our Common Stock Tokens could be stolen.

Our Common Stock Tokens are represented by ledger balances and secured by cryptographic key pairs. The associated private key is necessary to effect the transfer of a given block of our Common Stock Tokens and, as such, is meant to be kept private. The general public, however, is not yet accustomed to using secure cryptographic methods and managing private keys. To make the system more user-friendly, at least initially, any ATS trading our Class A common stock through the mechanism of transferring Common Stock Tokens, as well as any broker-dealers participating on that ATS is expected to hold the private keys on behalf of security holders. This will enable security holders to manage their stockholder account with a simple login and password, similar to traditional online brokerage accounts. As such, this system may be as vulnerable to cyber theft as a traditional online brokerage account would be. If the repository is hacked and private keys are stolen, the thief could transfer affected Common Stock Tokens to its own account thereby obtaining control over shares of our Class A common stock, which the thief could then sell. Each broker-dealer with access to an ATS trading our Class A common stock is expected to know its customers that have accounts set up for trading our Common Stock Tokens, but there can be no assurance that such theft would be detected in time to hold the culprit accountable. The risk of theft of private keys is heightened so long as a centralized repository holds the private keys on behalf of security holders, as the thief is able to target a single security system for breach of multiple accounts.

The number of securities traded on an ATS that supports the use of our Common Stock Tokens may be very small, making the market price more easily manipulated.

We may allow our Class A common stock to trade on an ATS that supports the use of our Common Stock Tokens. While such ATS may have adopted policies and procedures to limit manipulations of the trading price of our Class A common stock contrary to applicable law, and while the risk of market manipulation exists in connection with the trading of any securities, the risk may be greater for our Class A common stock because an ATS is a closed system that does not have the same breadth of market and liquidity as an NMS. There can be no assurance that the efforts of any ATS or any broker-dealers will be sufficient to prevent such market manipulation. For example, there can be no assurance that a security holder will not be able to manipulate the stock price by opening multiple accounts and trading among those accounts.

The payment mechanics for securities represented digitally are novel and untested.

We may allow our Class A common stock to trade on an ATS that supports the use of our Common Stock Tokens. While such ATS may have adopted payment mechanics that match the speed and irrevocability associated with immediate or nearly immediate transfers of crypto assets on a blockchain, such payment mechanics are novel and relatively untested. To the extent any ATS and applicable broker-dealer net capital regulations would permit broker-dealers to issue cash balances on the distributed ledger in amounts that exceed actual cash held by such broker-dealer in its customer accounts, there could be systemic risk to the system associated with payment defaults.

An ATS is not a stock exchange and has no listing requirements for issuers or for the securities traded.

There are no minimum price or other listing requirements for trading securities on an ATS as there are for trading securities on the Nasdaq Global Market or other NMS trading platforms. As a result, trades of our Class A common stock on an ATS may not be at prices that represent the national best bid or offer prices of securities that could be considered similar securities or that otherwise correspond to the prices of such securities on a national securities exchange.

We rely on a Transfer Agent to maintain the books and records regarding ownership of our Class A common stock.

Ownership of our Class A common stock is based upon the books and records of the Transfer Agent. Our agreement with the Transfer Agent can be terminated by either party on not less than days' notice before the expiration of the agreement with the Transfer Agent or any renewal thereof. If the Transfer Agent chooses to

TABLE OF CONTENTS

exercise its termination rights or otherwise ceases to operate as a transfer agent, we would seek to engage a successor transfer agent. We are unlikely to assume the role of transfer agent in such a situation, and no assurance can be given that we would be able to find a successor transfer agent. If we are unable to find a successor transfer agent, the trading market for our Class A common stock would be adversely affected and it may be difficult or impossible for us to take any actions in regard to our Class A common stock such as: pay dividends or liquidation preference or provide voting rights to the correct holders of record of our Class A common stock. Additionally, in the event that we choose to change to a different transfer agent, or if our Transfer Agent chooses to update the system that supports our Common Stock Tokens, including potentially transferring the Common Stock Tokens to a new blockchain, clerical or record errors could occur.

Transactions involving our Class A common stock may not be properly reflected on the blockchain.

A significant feature of our Class A common stock is that, while the records of (as our Transfer Agent) govern record ownership of our Class A common stock, for all record holders on the Transfer Agent's official and controlling records there is a "courtesy copy" of certain ownership records on the blockchain used by the Common Stock Tokens. Following the Transfer Agent's approval of any change in record ownership, the security position information relevant to a record holder's digital account address on the blockchain is updated consistent with changes to the Transfer Agent's official books and records. To the extent that the Transfer Agent's records and the "courtesy copy" get out of sync, there could be a delay while the Transfer Agent corrects any such inconsistencies, and such inconsistencies may cause investors confusion with respect to their record holdings of our Class A common stock, which could adversely affect the liquidity for, and market value of, our Class A common stock.

The distributed ledger technology used by the Transfer Agent is novel with respect to our Class A common stock and Common Stock Tokens and has been subject to limited testing and usage.

Our Class A common stock will be traded on a novel system used by our Transfer Agent specifically for trading securities represented by digital tokens and has been subject to only limited testing and usage. This novel trading system is subject to all the usual risks associated with the fact it has received only limited testing and usage, including:

- a rapidly-evolving regulatory landscape focused on digital tokens and, potentially, on the technology underlying distributed ledgers, which might include security, privacy or other regulatory concerns that could require the Transfer Agent to implement changes to its trading system for securities represented by digital tokens that could disrupt trading in our Class A common stock, or could shut down the Transfer Agent;
- the possibility of undiscovered technical flaws, including in the process by which system participants come to agreement on the state of the distributed ledger and the ownership of our Common Stock Tokens recorded on the ledger;
- the possibility that cryptographic security measures that authenticate transactions and the distributed ledger could be compromised, which could allow an attacker to alter the distributed ledger and the ownership of Common Stock Tokens recorded on the ledger, resulting in a corresponding loss of the holder's Class A common stock represented by the Common Stock Tokens;
- the possibility of breakdowns and trading halts as a result of undiscovered flaws in the Transfer Agent that could prevent trades for a period of time;
- the possibility that changes to policies of the ledger limit the ability to withdraw and deposit fiat currency;
- the possibility that new technologies or services inhibit access to the blockchain network used by the Common Stock Tokens;
- the possibility that the Transfer Agent does not competently manage transfers, potentially disrupting transfers of Common Stock Tokens;
- the possibility that other participants in the ledger could collude to manipulate the share price or limit liquidity in our Class A common stock which could restrict your ability to divest your holdings of our Class A common stock; and

TABLE OF CONTENTS

- the possibility that an investor’s private key is lost or stolen and Exodus is unable to verify the loss or theft could result in irreversible client losses.

Technology on which the Transfer Agent and any ATS may rely for their operations may not function properly.

The technology on which the Transfer Agent and any ATS relies, including any communications between such ATS and the Transfer Agent, may not function properly because of internal problems, including a failure relating to API integrations, or as a result of cyber-attacks or external security breaches. Any such malfunction may adversely affect the ability of holders with a brokerage account at an ATS-executing broker-dealer to execute trades of our Class A common stock on such ATS, or the ability of our Transfer Agent to transfer our Class A common stock. Moreover, since trading in our Class A common stock has been limited, any ATS order matching system may not function properly in cases of increased trading volume. If the technology used by the Transfer Agent or any ATS we may use does not work as anticipated, trading of our Class A common stock could be limited or even suspended.

The potential application of U.S. laws regarding virtual currencies and money transmission to the Transfer Agent's or any ATS's use of a blockchain network is unclear.

The non-controlling blockchain-based “courtesy copy” of record ownership uses technology that relies on and uses a blockchain network. Although the Transfer Agent or any ATS we may use maintain certain licenses in connection with virtual currency applications, none of these parties are licensed under the virtual currency or money transmission regulations of any state in the United States or registered with the U.S. Department of the Treasury Financial Crimes Enforcement Network (“FinCEN”). If any regulatory authority were to assert that additional licensing or registration was required by the Transfer Agent or any ATS, it could affect the operations or viability of the Transfer Agent or any ATS, and could adversely affect the availability of trading venues for our Class A common stock. This in turn would have a material adverse effect on the liquidity of our Class A common stock and the holders’ ability to trade such securities.

Risks Related to this Offering and Ownership of Our Common Stock

There is no guarantee that our Class A common stock will hold its value or increase in value, and you may lose the amount of your investment in our Class A common stock in whole or in part.

Any investment in our Class A common stock is highly speculative, and any return on an investment in our Class A common stock is contingent upon numerous circumstances, many of which (including legal and regulatory conditions) are beyond our control. There is no assurance that purchasers will realize any return on their investments or that their entire investment will not be lost. For this reason, each purchaser should carefully read this offering circular and should consult with his or her own attorney, financial and tax advisors prior to making any investment decision with respect to our Class A common stock. Investors should only make an investment in our Class A common stock if they are prepared to lose the entirety of their investment.

The offering price of our Class A common stock has been determined independently by us and should not be considered as an indication of our present or future value.

The offering price of our Class A common stock has been determined by our board of directors based on estimates of the price that purchasers would be willing to pay considering our business, prospects, capital structure, the experience of our officers and directors and the market conditions for the sale of equity securities in similar companies. You should not consider the offering price for our shares of Class A common stock as an indication of our present or future value.

An active trading market for our Class A common stock may not develop or be sustained following this offering.

We do not intend to apply for the listing of our Class A common stock on any securities exchange. We intend to make our Class A common stock available for trading on several ATSs, including the tZERO ATS. However, although we are in discussions with several ATSs regarding the availability of our Class A common stock for trading, these discussions may not be successful, and there can be no assurance that our Class A common stock will become available for trading on an ATS in the near term or at all. Prior to this offering, there

TABLE OF CONTENTS

has been no prior trading market for our Class A common stock. We cannot assure you that an active trading market for our Class A common stock will develop on an ATS or elsewhere or, if developed, that any market will be sustained. The offering price of our Class A common stock will not necessarily reflect the price at which investors in the market will be willing to buy and sell shares of our Class A common stock following this offering.

We do not expect there to be any market makers to develop a trading market in our Class A common stock.

Most securities that are publicly traded in the United States have one or more broker-dealers acting as “market makers” for the security. A market maker is a firm that stands ready to buy and sell the security on a regular and continuous basis at publicly quoted prices. We do not currently anticipate that our Class A common stock will have any market makers, which could contribute to a lack of liquidity in our Class A common stock and could have a material adverse effect on holders’ ability to trade our Class A common stock.

If you purchase our Class A common stock in this offering, you will incur immediate and substantial dilution.

The offering price of our Class A common stock is substantially higher than the pro forma as adjusted net tangible book value per share of our Class A common stock. Investors purchasing shares of our Class A common stock in this offering will pay a price per share that substantially exceeds the book value of our tangible assets after subtracting our liabilities. As a result, investors purchasing Class A common stock in this offering will incur immediate dilution of \$24.63 per share, based on the initial offering price of \$27.42 per share. This dilution is due in large part to the substantially lower price paid by our stockholders who purchased shares prior to this offering as compared to the price offered to the public in this offering, and any previous exercise of stock options granted to our service providers. In addition, as of December 31, 2020, options to purchase 2,737,008 shares of our Class B common stock, with a weighted-average exercise price of \$2.39 per share, were outstanding. The exercise of any of these options would result in additional dilution. As a result of the dilution to investors purchasing shares in this offering, investors may receive less than the purchase price paid in this offering, if anything, in the event of our liquidation. For more information, see the section titled “*Dilution.*”

If we elect to repurchase shares of our Class A common stock, it could have a material adverse effect on the liquidity in, and trading prices of, our Class A common stock.

We do not currently intend to repurchase any shares of our Class A common stock after they are issued. However, we could do so, subject to applicable law and regulations regarding issuer repurchases of their capital stock. If we do so, we would do so only at prices lower than the prices at which we are entitled to redeem the shares. If we repurchase shares of our Class A common stock, the trading market for our Class A common stock could become less liquid, which would likely cause the trading prices of our Class A common stock to decrease, which would give us an economic incentive to repurchase additional shares. The occurrence of the foregoing could have a material adverse effect on the liquidity in, and trading prices of, our Class A common stock.

The price per share of our Class A common stock is denominated in U.S. dollars, but payment for the purchase of shares must be made in Bitcoin, Ether or USDC, and the exchange rate used by Exodus for the purchase of Class A common stock may not be the most favorable exchange rate that could be available to the purchaser.

The price of our Class A common stock is denominated in U.S. dollars. However, we require that all purchasers of our Class A common stock pay for their purchase using one of three crypto assets: Bitcoin, Ether or USDC. At and prior to the time of purchase, the purchaser will be able to view the exchange rate between U.S. dollars and the crypto asset they have selected to use for their purchase. The exchange rate is determined by an algorithm developed by Exodus that combines the exchange rates quoted by Open Exchange Rates and CoinMarketCap to determine an average exchange rate. As a result, the exchange rate provided to purchasers may be higher than the exchange rate quoted on either Open Exchange Rates or CoinMarketCap. Purchasers will be able to view the exchange rate, but purchasers will not be permitted to select a specific exchange to use and will not be able to change the provided exchange rate. The exchange rate is shown prior to the completion of the purchase, so if purchasers do not wish to use the stated exchange rate, they can choose to not complete their purchase. As a result, purchasers may pay more in crypto assets for their purchase of Class A common stock due to the exchange rate than if Exodus had chosen to use only a single exchange.

TABLE OF CONTENTS

We are offering shares of our Class A common stock that are digitally represented by a Common Stock Token that is created and supported by the Transfer Agent. The Common Stock Tokens are not common stock, and we may decide to change our Transfer Agent to a new entity that does not support the Common Stock Token or discontinue the Common Stock Token, and either of these decisions could have a negative impact on the price of our Class A common stock.

Our Class A common stock exists solely as book-entry shares within the records of the Transfer Agent. Shares of our Class A common stock will not have traditional share certificates. We intend that each share of our Class A common stock will be represented by a digital Common Stock Token that will be viewed through the Exodus Platform. Common Stock Tokens are only digital representations of our Class A common stock, contain no voting, governance, economic or other rights, and cannot be traded independently of the Class A common stock. At the time of the commencement of this Offering, our Common Stock Tokens will not yet be available. We expect that our Common Stock Tokens will be available within nine months of the qualification of this offering. If we make Common Stock Tokens available we will notify our Class A common stock holders by filing a Form 1-U, contacting the holders of our Class A common stock directly through our desktop and mobile apps, and posting notices on our desktop and mobile apps. Common Stock Tokens are not shares of common stock; rather, they are digital representations of the number of shares purchased and held by a given stockholder. This digital representation of the number of shares purchased and held (the “**digital stock record**”) is a representation of how many shares of Class A common stock are owned by an individual, and a holder can reasonably expect that the digital stock record is correct, but the digital stock records are not the actual shares. Should we make Common Stock Tokens available, we reserve the right to discontinue the usage of Common Stock Tokens and revert to traditional or other methods of share certification. Should we choose to discontinue the usage of Common Stock Tokens and revert to traditional or other methods of share certification, this decision would have no effect on the ability of holders of our Class A common stock to trade their Class A common stock on an ATS, or through other means. The ownership and transfer of shares of our Class A common stock will be recorded in book-entry form by the Transfer Agent and, if we make Common Stock Tokens available, will also be recorded by the Transfer Agent on a blockchain network approved by our Transfer Agent using the Common Stock Tokens. Although records of peer-to-peer transfers of Common Stock Tokens would be viewable on a blockchain network, record and beneficial ownership of our Class A common stock is reflected solely on the book-entry records of the Transfer Agent. The Transfer Agent is regulated by the SEC and the Transfer Agent’s records constitute the only official shareholder records for our Class A common stock and govern the record ownership of our Class A common stock in all circumstances.

Common Stock Tokens are “Securitize DS Protocol” digital tokens that are transferrable between approved accounts on the Exodus Platform in peer-to-peer transactions on a blockchain network approved by the Transfer Agent. Common Stock Tokens are created, held, distributed, maintained and deleted by the Transfer Agent, and not by Exodus. The Transfer Agent uses the Securitize DS Standard (which can interface with various blockchain networks’ programming standards) to program any relevant compliance-related transfer restrictions that would traditionally have been printed on a paper stock certificate onto “smart contracts” (computer programs written to the relevant blockchain), which allows the smart contract to impose the relevant conditions on the transfer of the Common Stock Tokens. One example of such coding is a restriction on to whom Common Stock Tokens may be transferred. Common Stock Tokens cannot be created or deleted by any entity other than the Transfer Agent.

We retain the right to select and change our transfer agent. We may choose to change our transfer agent, and if we were to do so, our current Transfer Agent would directly provide all stockholder data to the new transfer agent. As we do not retain any of our stockholders’ personal information in their capacity as stockholders, we are not able to directly transfer this information. It is possible that if we chose to change our transfer agent, there may be unforeseen complications in the process of changing our transfer agent. This could result in, among other issues, the loss of shareholder data, a delay in the recording of shareholder activities in regard to their shares or a loss or deletion of all Common Stock Tokens. In addition, it is possible that we might choose to change our Transfer Agent to a transfer agent that does not support the Common Stock Tokens. This might result in the full replacement of Common Stock Tokens with another form of digital token, or it may result in the elimination of all forms of digital representations of our Class A common stock.

We also retain the right to list our Class A common stock on different trading platforms, which may or may not support our Common Stock Tokens. Should we choose to list on a different trading platform, our current

TABLE OF CONTENTS

Transfer Agent would directly provide all stockholder data to the relevant transfer agent for the new platform. If the new platform did not support our Common Stock Tokens or other forms of digital representations of our Class A common stock, we may no longer be able to maintain a digital representation of our Class A common stock.

We currently do not intend, but may choose in the future, to discontinue the Common Stock Token and instead use traditional stock certificates or other forms of certification for our Class A common stock. Should we choose to make this change, any Common Stock Tokens held in a stockholder's Exodus wallet would no longer represent the number of common shares held by such stockholder. In addition, any transition to traditional certificated or other form of the representation of our Class A common stock may make our Class A common stock less appealing to our stockholders and potential purchasers, and as a result, the demand for our Class A common stock may decline, which may result in a decrease in the price of our Class A common stock.

Any negative effect of the items discussed above could result in a material adverse effect on the price of our Class A common stock.

We have broad discretion over the use of net proceeds from this offering and we may not use them effectively.

We will have broad discretion in the application of the net proceeds to us from this offering, including for any of the purposes described in the section titled "Use of Proceeds," and you will not have the opportunity as part of your investment decision to assess whether the net proceeds are being used appropriately. Because of the number and variability of factors that will determine our use of the net proceeds from this offering, their ultimate use may vary substantially from their currently intended use. If we do not use the net proceeds that we receive in this offering effectively, our business, financial condition, operating results, and prospects could be harmed, and the market price of our Class A common stock could decline. Pending their use, we may invest the net proceeds from this offering in crypto assets, short-term, investment-grade, interest-bearing securities, such as money market accounts, certificates of deposit, commercial paper, and guaranteed obligations of the U.S. government that may not generate a high yield for our stockholders.

We do not intend to pay dividends for the foreseeable future and, as a result, your ability to achieve a return on your investment will depend on appreciation in the price of our Class A common stock.

We have never declared or paid any cash dividends on our capital stock, and we do not intend to pay any cash dividends in the foreseeable future. Any determination to pay dividends in the future will be at the discretion of our board of directors. Accordingly, investors must rely on sales of their Class A common stock after price appreciation, which may never occur, as the only way to realize any future gains on their investments.

We may not be subject to ongoing reporting requirements.

Following the conclusion of our offering of Class A common stock under Regulation A, we may be eligible to file an exit report to suspend or terminate our ongoing reporting obligations. If we become eligible, and if we make this election in the future, we may choose to not file annual reports, semiannual reports, current reports, consolidated financial statements and audited consolidated financial statements. As a result, holders of our Class A common stock would receive less information about the current status of our company, which could adversely affect their ability to accurately gauge the value of our Class A common stock for purposes of determining whether to engage in transactions involving our Class A common stock.

Your subscription will be held in escrow by Exodus until closing of this offering for up to one year. If the offering is terminated or expires for any reason or if we reject your subscription for any reason, and no shares of Class A common stock have been issued to you, we will not have any obligation to you except to return your subscription payment in the form of payment that was used by the participant on the original payment date.

All of the Bitcoin, Ether and USDC proceeds for the sale of our Class A common stock will be held by Exodus in a separate wallet designated as the "crypto escrow wallet", until the closing of this offering, which will occur upon the earliest of (1) December 31, 2021, (2) the date on which all 2,733,229 shares of our Class A common stock subject to this offering have been sold, (3) the date which is one year after this offering is qualified by the SEC, or (4) the date on which this offering is earlier terminated by us in our sole discretion. We will not use a third-party escrow agent in connection with this Offering.

TABLE OF CONTENTS

We are able to receive Bitcoin, Ether or USDC into the crypto escrow wallet as payment for our Class A common stock. The value in U.S. dollars of the Bitcoin, Ether or USDC used to purchase shares of our Class A common stock will be calculated based on publicly available exchange rates at the point in time at which the purchaser transfers such crypto asset to the crypto escrow wallet, and will be recorded by Exodus at such point of transfer. We intend to use the exchange rates quoted by Open Exchange Rates to determine the U.S. dollar value of Bitcoin, and exchange rates quoted by Open Exchange Rates and CoinMarketCap to determine the U.S. dollar value of Ether and USDC. If we are unable to obtain conversion rates from Open Exchange Rates or CoinMarketCap, as the case may be, at the point of transfer, we may rely on publicly available exchange rates quoted by other exchange operators. You will have an opportunity to review the U.S. dollar conversion value of the crypto assets being tendered for payment through the Exodus Platform before you submit your payment. We will not convert the crypto asset payments into U.S. dollars at any time during the escrow period. We will not make any adjustments to the U.S. dollar conversion amounts to reflect changes in the value of such crypto assets during the escrow period.

If we reject your subscription for any reason, or if this offering terminates or expires for any reason prior to the issuance of shares of Class A common stock, our sole obligation to participants in this offering will be to return to such participants, without interest or penalty, as soon as practicable, such participants' subscription payments in the amount and form of payment that was made on the original date of payment. Payment will be returned in the same crypto asset that it was made in. Consequently, for participants who utilize crypto assets to purchase Class A common stock, the amount and type of crypto assets returned to such participants will be the same amount and same type of crypto asset used to make the payment on the original date of payment. A participant will not be permitted to receive a return payment in any form of payment different than the one the participant used on the original date of payment.

By subscribing for shares of our Class A common stock, you are agreeing to submit to arbitration for all claims arising from your subscription, subject to certain exceptions.

By executing a subscription agreement for shares of Class A common stock, investors in this offering agree to submit to arbitration for all claims relating to or arising out of the subscription agreement, the shares of Class A common stock, Exodus' offering website and the activities or relationships that involve, lead to or result from any of the foregoing, including the validity or enforceability of the subscription agreement's arbitration provisions. Investors in this offering also agree that, if any of the foregoing claims are litigated in court, they waive their right to a trial by jury in such litigation. However, the arbitration and jury trial waiver provisions of the subscription agreement will not apply to actions or claims arising under U.S. federal securities laws, including without limitation the Securities Act of 1933, as amended (the "**Securities Act**"), and the Securities Exchange Act of 1934, as amended (the "**Exchange Act**").

Arbitration may not afford investors all the relief they might obtain outside arbitration. Arbitration narrows procedural and other steps available to claimants (such as discovery, broad choice of venue and scope of appellate review) and is, in general, a more informal process than court action. On the other hand, arbitration is normally a less expensive process for a claimant than court action and normally results in a quicker final decision. Nevertheless, investors may find that as a result of arbitration they are more restricted in the resolution of claims, if any, arising from their investment in shares of our Class A common stock.

This offering is not being made through a broker-dealer or other financial intermediary, and as a result you may not have all the protections typically afforded to investors in an underwritten public offering.

We and the selling stockholders are offering shares of our Class A common stock directly to the public, and neither we nor the selling stockholders intend to offer such shares through a broker-dealer or other financial intermediary. Consequently, investors will not have the benefit of an independent third-party review of the terms of this offering, our performance or the value of the Class A common stock being offered by us and the selling stockholders, and no third-party has conducted a due diligence investigation into us in connection with this offering. Furthermore, we are not a "broker" or a "dealer" under a federal or state law, and consequently we are not subject to the regulatory requirements to which a broker-dealer in an underwritten public offering would be subject.

TABLE OF CONTENTS

In order to facilitate the offer and sale of Class A common stock by our selling stockholders, we have entered into agreements with the selling stockholders to sell their shares on their behalf, and such agreements may cause us to be deemed a “statutory underwriter” under Section 2(a)(11) of the Securities Act.

The shares of Class A common stock offered pursuant to this offering circular will be offered by us and the selling stockholders. Neither we nor the selling stockholders intend to offer shares through a broker-dealer or other financial intermediary. In order to facilitate the offer and sale of the Class A common stock, we have entered into a custody agreement with each selling stockholder, and each selling stockholder has granted us an irrevocable power of attorney, so as to enable us to sell the relevant selling stockholder’s shares on their behalf. These actions may result in us being deemed a “statutory underwriter” under Section 2(a)(11) of the Securities Act. Section 2(a)(11) of the Securities Act provides that an “underwriter” is as “any person who has purchased from an issuer with a view to, or offers or sells for an issuer in connection with, the distribution of any security, or participates, or has a direct or indirect participation in any such undertaking, or participates or has a participation in the direct or indirect underwriting of any such undertaking.” A statutory underwriter is subject to the prospectus delivery and liability provisions of the Securities Act and may be deemed to be conducting broker-dealer like activities that could in certain circumstances subject us to additional regulatory obligations. If we were subject to additional regulatory obligations, those regulatory obligations could have a material adverse effect on our business, financial condition, and results of operations.

Our amended and restated bylaws provide that the Court of Chancery of the State of Delaware and the federal district courts of the United States of America will be exclusive forums for substantially all disputes between us and our stockholders, which could limit our stockholders ability to obtain a favorable judicial forum for disputes with us or our directors, officers or employees.

Our amended and restated bylaws provide that, to the fullest extent permitted by law, the Court of Chancery of the State of Delaware will be the sole and exclusive forum for any derivative action or proceeding brought on our behalf; any action asserting a breach of fiduciary duty; any action asserting a claim against us arising pursuant to the DGCL, our amended and restated certificate of incorporation or amended and restated bylaws; or any action asserting a claim against us that is governed by the internal affairs doctrine. This exclusive forum provision does not apply to claims as to which the Court of Chancery of the State of Delaware determines that there is an indispensable party not subject to the jurisdiction of such court (and the indispensable party does not consent to the personal jurisdiction of such court within 10 days following such determination), claims that are vested in the exclusive jurisdiction of a court or forum other than the Court of Chancery of the State of Delaware, or claims for which the Court of Chancery of the State of Delaware does not have subject matter jurisdiction. For instance, the provision does not preclude the filing of claims brought to enforce any liability or duty created by the Exchange Act or Securities Act or the rules and regulations thereunder in federal court. In addition, our amended and restated bylaws provide that the federal district courts of the United States shall be the sole and exclusive forum for the resolution of any complaint asserting a cause of action arising under the Securities Act.

The enforceability of similar exclusive federal forum provisions in other companies’ organizational documents has been challenged in legal proceedings, and while the Delaware Supreme Court has ruled that this type of exclusive federal forum provision is facially valid under Delaware law, there is uncertainty as to whether other courts would enforce such provisions and that investors cannot waive compliance with the federal securities laws and the rules and regulations thereunder.

These exclusive forum provisions may limit a stockholder’s ability to bring a claim in a judicial forum that it finds favorable for disputes with us or our directors, officers or other employees, which may discourage such lawsuits against us and our directors, officers and other employees. Alternatively, if a court were to find either exclusive forum provision in our amended and restated certificate of incorporation to be inapplicable or unenforceable in an action, we may incur additional costs associated with resolving such action in other jurisdictions, which could have a material adverse effect on our business, financial condition, and results of operations.

Future sales of our Class A common stock could cause our stock price to fall.

Our stock price could decline as a result of sales of a large number of shares of our Class A or Class B common stock after this offering or the perception that these sales could occur. These sales, or the possibility that these sales may occur, also might make it more difficult for us to sell equity or equity-linked securities in the future at a time and at a price that we deem appropriate.

TABLE OF CONTENTS

As of December 31, 2020, on an actual basis, we had no record holders of our Class A common stock and five record holders of our Class B common stock. Upon completion of this Offering, based on our shares outstanding as of December 31, 2020 on a pro forma as adjusted basis, 2,733,229 shares of our Class A common stock, 22,399,557 shares of our Class B common stock and options to purchase an aggregate of 2,440,011 shares of our Class B common stock will be outstanding.

All of the shares of Class A common stock expected to be sold in this Offering will be freely tradable without restriction or further registration under the Securities Act, except for shares held by our “affiliates,” as that term is defined in Rule 144 under the Securities Act. The remaining outstanding shares of our common stock and shares issuable upon the conversion or exercise of outstanding securities will be deemed “restricted securities” as that term is defined under Rule 144. Restricted securities may be sold in the public market only if their offer and sale is registered under the Securities Act or if the offer and sale of those securities qualify for an exemption from registration, including the exemption provided by Rule 144 under the Securities Act. Future sales of our common stock may also be subject to applicable state securities or “blue sky” laws. For more information, see “*Description of Capital Stock—Shares Eligible for Future Sale.*”

In addition, in the future, we may issue additional shares of Class A common stock or other equity or debt securities convertible into Class A common stock in connection with a financing, acquisition, commercial relationship, litigation settlement, employee arrangements or otherwise. Any such issuance could result in substantial dilution to our existing stockholders and could cause our stock price to decline.

The dual class structure of our common stock has the effect of concentrating voting control with those stockholders who held our capital stock prior to the closing of this offering, including our executive officers, employees and directors and their affiliates, which will limit your ability to influence the outcome of important transactions, including a change in control.

Our authorized common stock is divided into two series, denominated as “Class A common stock” and “Class B common stock.” Each share of Class A common stock is entitled to one vote per share. Each share of Class B common stock is entitled to ten votes per share. Holders of Class A common stock and Class B common stock will vote together as a single class on all matters (including the election of directors) submitted to a vote of stockholders, unless otherwise required by law or our amended and restated certificate of incorporation.

After this offering, our existing stockholders, all of whom hold shares of Class B common stock, will collectively beneficially own shares representing approximately 99% of the voting power of our outstanding capital stock following the completion of this offering. Jon Paul Richardson and Daniel Castagnoli, each an executive officer and director of the Company, will control approximately 82.7% of the voting power of our outstanding capital stock. Because of our dual class structure, we anticipate that, for the foreseeable future, these individuals will continue to be able to control all matters submitted to our stockholders for approval, including the election and removal of directors.

These holders of Class B common stock may also have interests that differ from yours and may vote in a way with which you disagree and which may be adverse to your interests. This concentrated control may have the effect of delaying, preventing or deterring a change in control of our company, could deprive our stockholders of an opportunity to receive a premium for their capital stock as part of a sale of our company and might ultimately affect the market price of our Class A common stock.

Each share of Class B common stock is convertible at any time at the option of the holder into one share of Class A common stock. In addition, each share of Class B common stock will convert automatically into one share of Class A common stock upon any transfer, whether or not for value, except for certain transfers described in our amended and restated certificate of incorporation, including, without limitation, transfers for tax and estate planning purposes, so long as the transferring holder of Class B common stock continues to hold exclusive voting and dispositive power with respect to the shares transferred. All shares of Class B common stock will convert automatically into shares of Class A common stock upon the date on which the Class B common stock ceases to represent at least 10% of the total voting power of our outstanding common stock. The conversion of shares of Class B common stock into shares of Class A common stock will have the effect, over time, of increasing the relative voting power of those holders of Class B common stock who retain their shares in the long term, which may include our executive officers and directors and their affiliates. For a description of the dual class structure, see the section on page [103](#) of this offering circular captioned “*Description of Capital Stock.*”

TABLE OF CONTENTS

Anti-takeover provisions in our charter documents could make an acquisition of us difficult, limit attempts by our stockholders to replace or remove our current management and adversely affect our stock price.

Certain provisions of our amended and restated certificate of incorporation and our amended and restated bylaws could have the effect of delaying, deferring, or discouraging another person from acquiring control of our company. These provisions, which are summarized below, are expected to discourage certain types of coercive takeover practices and inadequate takeover bids and encourage persons seeking to acquire control of our company to first negotiate with our board of directors. We believe that the benefits of increased protection of our potential ability to negotiate with an unfriendly or unsolicited acquirer outweigh the disadvantages of discouraging a proposal to acquire us because negotiation of these proposals could result in an improvement of their terms.

Our amended and restated certificate of incorporation and our amended and restated bylaws include a number of provisions that may have the effect of deterring hostile takeovers, or delaying or preventing changes in control of our management team or changes in our board of directors or our governance or related policies. These provisions:

- eliminate the ability of our stockholders to call special meetings of our stockholders;
- establish advance notice procedures for stockholders seeking to bring business before our meetings of stockholders or to nominate candidates for election as directors at our meetings of stockholders;
- do not provide for cumulative voting;
- authorize the issuance up to 1,000,000 shares of “blank check” preferred stock by our board of directors without further action by the stockholders;
- reflect the dual class structure for our common stock; and
- restrict the forum for certain litigation against us to certain federal or Delaware state courts.

In addition, our amended and restated certificate of incorporation and our amended and restated bylaws include a number of provisions that become effective only after the date on which the Class B common stock ceases to represent at least 50% of the total voting power of our outstanding capital stock (the “**Class B Threshold Date**”). These provisions may also have the effect of deterring hostile takeovers, or delaying or preventing changes in control of our management team or changes in our board of directors or our governance or policy, including the following:

- permit the board of directors to establish the number of directors and fill any vacancies and newly created directorships;
- establish a board of directors classified into three classes of directors;
- require cause to remove a director;
- require super-majority voting to amend some provisions in our amended and restated certificate of incorporation and amended and restated bylaws;
- provide that our amended and restated bylaws may be amended by a simple majority vote of our board of directors;
- prohibit stockholder action by written consent, which requires all stockholder actions to be taken at a meeting of our stockholders;

Any provision of our amended and restated certificate of incorporation or amended and restated bylaws that will be in effect on the completion of this offering that has the effect of delaying or deterring a change in control could limit the opportunity for our stockholders to receive a premium for their shares of our Class A common stock, and could also affect the price that some investors are willing to pay for our Class A common stock. For information regarding these and other provisions, see the section on page [105](#) of this offering circular captioned “*Description of Capital Stock—Anti-Takeover Provisions.*”

TABLE OF CONTENTS

We are not subject to the provisions of Section 203 of the Delaware General Corporation Law, which could negatively affect your investment.

We elected in our amended and restated certificate of incorporation to not be subject to the provisions of Section 203 of the Delaware General Corporation Law (“**Section 203**”). In general, Section 203 prohibits a publicly held Delaware corporation from engaging in a “business combination” with an “interested stockholder” for a period of three years after the date of the transaction in which the person became an interested stockholder, unless the business combination is approved in a prescribed manner. A “business combination” includes a merger, asset sale or other transaction resulting in a financial benefit to the interested stockholder. An “interested stockholder” is a person who, together with affiliates and associates, owns (or, in certain cases, within three years prior, did own) 15% or more of the corporation’s voting stock. Our decision not to be subject to Section 203 will allow, for example, our founders, Jon Paul Richardson and Daniel Castagnoli, who together held an aggregate of approximately 82.7% of the voting power of our Class A and Class B common stock as of December 31, 2020, after giving effect to the conversion of \$0.5 million aggregate principal amount of SAFEs into 2,904,498 shares of Class B common stock in February 2021 and the Forward Stock Split, to transfer shares in excess of 15% of our voting stock to a third-party free of the restrictions imposed by Section 203. This may make us more vulnerable to takeovers that are completed without the approval of our board of directors and/or without giving us the ability to prohibit or delay such takeovers as effectively. For more information, see the section on page [105](#) captioned “*Description of Capital Stock—Section 203 of the DGCL.*”

We could be subject to securities class action litigation.

In the past, securities class action litigation has often been brought against a company following a decline in the market price of its securities. This risk is especially relevant for us, because technology companies have experienced significant stock price volatility in recent years. If we face such litigation, it could result in substantial costs and a diversion of management’s attention and resources, which could harm our business.

In making your investment decision, you should not rely on information in public media that is published by third parties. You should rely only on statements made in this offering statement in determining whether to purchase our Class A common stock.

You should carefully evaluate all of the information in this offering circular. We have in the past received, and may continue to receive, media coverage, including coverage that is not directly attributable to statements made by our officers and employees. We cannot confirm the accuracy of this coverage. You should rely only on the information contained in this offering circular in determining whether to purchase our Class A common stock.

If securities or industry analysts do not publish research or reports about our Class A common stock or publish negative reports or recommendations about our Class A common stock, this may adversely impact the price and liquidity of our Class A common stock.

The trading market for our Class A common stock may depend, to some extent, on the research and reports that securities or industry analysts publish about us, our business, our market or our competitors. We do not have any control over these analysts. If one or more of the analysts who may in the future cover us downgrade our Class A common stock or change their opinion of our Class A common stock, the price of our securities would likely decline. If one or more of these analysts cease coverage of us or fail to regularly publish reports on us, we could lose visibility in the financial markets, which could cause the price and trading volume of our Class A common stock to decline.

We are offering our Class A common stock pursuant to recent amendments to Regulation A promulgated pursuant to the Jumpstart Our Business Startups Act of 2012, or the JOBS Act, and we cannot be certain if the reduced disclosure requirements applicable to Tier 2 issuers will make our Class A common stock less attractive to purchasers as compared to a traditional public offering.

As a Tier 2 issuer, we will be subject to scaled disclosure and reporting requirements, which may make our Class A common stock less attractive to purchasers as compared to a traditional public offering which would have relatively enhanced disclosure and more frequent financial reporting. In addition, given the relative lack of regulatory precedence regarding the recent amendments to Regulation A, there is a significant amount of regulatory uncertainty in regard to how the SEC or the individual state securities regulators will regulate both the offer and sale of our securities, as well as any ongoing compliance that we may be subject to. If our scaled

TABLE OF CONTENTS

disclosure and reporting requirements, or regulatory uncertainty regarding Regulation A, reduce the attractiveness of our Class A common stock, we may be unable to raise the necessary funds to develop and grow the Exodus Platform, which could severely affect the value of our Class A common stock.

Holders of Exodus Class A common stock are responsible for ensuring that they comply with federal and state securities regulations in regard to making any secondary sales.

Holders of shares of our Class A common stock are responsible for ensuring that any secondary sale of our Class A common stock is performed in accordance with applicable federal and state securities regulations. Our Class A common stock may not be offered or sold in the U.S. absent registration or an applicable exemption from the registration requirements of the Securities Act and applicable state “blue sky laws” or other jurisdictions’ securities laws. Purchasers of our Class A common stock who attempt to sell or transfer our Class A common stock on the secondary market may be deemed to be distributors or brokers under federal or state securities laws, and should ensure compliance with such laws when engaging in secondary sales or transfers.

Risks Related to Regulation

The regulatory regime governing blockchain technologies, cryptocurrencies, tokens and token offerings such as the Exodus Platform and the Common Stock Tokens is uncertain, and new regulations or policies may materially adversely affect the development and utilization of the Exodus Platform.

Regulation of tokens, token offerings, cryptocurrencies, blockchain technologies, and cryptocurrency exchanges currently is undeveloped and likely to rapidly evolve. The regulatory landscape varies significantly among international, federal, state and local jurisdictions and is subject to significant uncertainty. Various legislative and executive bodies in the U.S. and in other countries may in the future, adopt laws, regulations, guidance, or other actions, which may severely impact the development and growth of the Exodus Platform. Failure by us or certain users of the Exodus Platform to comply with any laws, rules and regulations, some of which may not exist yet or are subject to interpretation and may be subject to change, could result in a variety of adverse consequences, including civil penalties and fines.

As blockchain networks and blockchain assets have grown in popularity and in market size, federal and state agencies have taken an interest in, and in some cases begun to regulate, their use and operation. In the case of virtual currencies, state regulators like the New York Department of Financial Services have created new regulatory frameworks. Others, as in Texas, have published guidance on how their existing regulatory regimes apply to virtual currencies. Some states, like New Hampshire, North Carolina, and Washington, have amended their state’s statutes to include virtual currencies into existing licensing regimes. Treatment of virtual currencies continues to evolve under federal law as well. The Department of the Treasury, the SEC, and the Commodity Futures Trading Commission (“CFTC”), for example, have published guidance on the treatment of virtual currencies. The Internal Revenue Service (“IRS”) released guidance treating virtual currency as property that is not currency for U.S. federal income tax purposes, although there is no indication yet whether other courts or federal or state regulators will follow this classification. Both federal and state agencies have instituted enforcement actions against those violating their interpretation of existing laws.

The regulation of non-currency use of blockchain assets is also uncertain. The CFTC has publicly taken the position that certain blockchain assets are commodities, and the SEC has issued a public report stating federal securities laws require treating some blockchain assets as securities. To the extent that a domestic government or quasi-governmental agency exerts regulatory authority over a blockchain network or asset, we and the Exodus Platform may be materially and adversely affected.

Blockchain networks also face an uncertain regulatory landscape in many foreign jurisdictions such as the European Union, China and Russia. Various foreign jurisdictions may, in the near future, adopt laws, regulations or directives that affect the Exodus Platform. Any such laws, regulations or directives may conflict with those of the U.S. or may directly and negatively impact our business. The effect of any future regulatory change is impossible to predict, but such change could be substantial and materially adverse to our development and growth and the development and utilization of the Exodus Platform.

New laws and regulations or interpretations of existing laws and regulations, in the U.S. and other jurisdictions, are required in order for robust trading platforms and exchanges for securities that are represented

TABLE OF CONTENTS

by digital tokens like our Common Stock Tokens to trade among retail investors. This will affect the liquidity of our Class A common stock, the ability to access marketplaces or exchanges on which to trade the Common Stock tokens, and the structure, rights and transferability of the Common Stock Tokens.

In addition, non-governmental parties may bring private legal actions against us or our affiliates, either individually or as a class, which may result in curtailment of, or inability to operate, the Exodus Platform as intended, or judgments, settlements, fines or penalties against us or our affiliates.

To the extent licenses or other authorizations are required in one or more jurisdictions in which we operate or will operate, there is no guarantee that we will be granted such licenses or authorizations. We may need to change our business model to comply with these licensing and/or registration requirements (or any other legal or regulatory requirements) in order to avoid violating applicable laws or regulations or because of the cost of such compliance. Uncertainty in how the legal and regulatory environment will develop could negatively impact our development and growth and the development and utilization of the Exodus Platform.

We operate an interface that allows our customers to connect to exchanges on which the customers can trade crypto assets, and we receive compensation from these exchanges. Certain crypto assets traded using access provided by our platform could be viewed as “securities” for purposes of state or federal regulations, and regulators might determine that the payments we receive from the exchanges would cause us to be in violation of federal and state securities laws, which would negatively affect our business, financial condition and results of operation.

Offerings of securities in the United States are required under the Securities Act to either register with the SEC or to rely on an exemption from federal registration. Offerings of securities in the United States may also be required to register with applicable state regulators as required by state law. Should an offering of securities in the United States occur and the issuer of the securities has not registered the offering and has not performed the offering in reliance on an exemption from federal registration, under the laws of the United States such a security offering would be deemed illegal. Under the Securities Act, the definition of “security” is very broad and includes the concept of an “investment contract.” An investment contract is any financial transaction that fits within the “Howey test,” a four-factor test based on an analysis of the nature of the transaction and relevant caselaw. Certain crypto assets could fall into the *Howey* definition.

Our primary business is the operation of an interface, known as the Exchange Aggregator, that connects our customers to third-party exchanges on which our customers can exchange on crypto asset for another crypto asset. We do not engage in any trading of crypto assets on our platform; however, we receive compensation from the exchanges that have connected to our Exchange Aggregator. We have engaged in a review process for the crypto assets available to be traded through the Exchange Aggregator on our platform, and based on that review process, we have created two separate fee structures for the exchanges connected to the Exchange Aggregator. We charge a monthly flat fee to exchanges on which U.S. persons trade tokens. For exchanges that do not deal with U.S. persons, or on which U.S. persons do not have the ability to trade tokens that could be considered securities, we may charge a percentage of assets exchanged. We may also charge exchanges on which U.S. persons trade tokens a percentage of assets exchanged for certain digital assets that we have determined are not securities. It is possible, however, that the SEC or another regulator could disagree with our position regarding which tokens are not securities. If that were the case, it is possible that our receipt of compensation based on the percentage of crypto assets exchanged could be deemed to be the receipt of transaction-based fees for facilitating transactions in unregistered securities, and that we could be found to be facilitating or engaged ourselves and in violation of the federal and state securities laws. Any of these developments could have a negative effect on our business, financial condition and results of operations.

We do not believe we have an obligation to register as a transfer agent under the Exchange Act, but a regulator may disagree.

It is possible that we could be viewed as a “transfer agent” for purposes of federal or state law. Under the Exchange Act, a transfer agent is a person who engages, with respect to securities registered under Section 12 of the Exchange Act, in (a) countersigning issued securities, (b) monitoring issued securities, with the goal of preventing unauthorized issuances, (c) registering transfers of issued securities, (d) exchanging or converting issued securities, or (e) transferring record ownership of securities by bookkeeping entry without physical issuance of securities certificates. Transfer agents are typically required to register with the SEC under the Exchange Act.

TABLE OF CONTENTS

Because our platform allows our customers to connect through APIs to exchanges that permit the transfer of crypto assets, it is possible that if any crypto assets traded through the connected exchanges were deemed to be securities, our activity as a platform connecting customers to those exchanges could result in the SEC or another regulator determining that we have acted as a transfer agent. We believe that the provision of a platform that provides a connection to an exchange through an API does not result in the entity providing the platform being deemed to be a transfer agent; however, it is possible that the SEC or another regulator could disagree with our position. If that were the case, we could be forced to register as a transfer agent and comply with applicable law, which could lead to us experiencing significant costs and could force us to change or cease our operations. Any of these developments could have a negative effect on our business, financial condition and results of operations.

We do not believe we have an obligation to register with the SEC as a clearing agency, though the SEC may disagree.

It is possible that the SEC could determine that we are a clearing agency for purposes of federal law. Under the Exchange Act, a clearing agency is any person who (a) acts as an intermediary in making payments or deliveries, or both, in connection with transactions in securities; (b) provides facilities for comparison of data respecting the terms of settlement of securities transactions, to reduce the number of settlements of securities transactions, or for the allocation of securities settlement responsibilities; (c) acts as a custodian of securities in connection with a system for the central handling of securities whereby all securities of a particular class or series of any issuer deposited within the system are treated as fungible and may be transferred, loaned, or pledged by bookkeeping entry without physical delivery of securities certificates; or (d) otherwise permits or facilitates the settlement of securities transactions or the hypothecation or lending of securities without physical delivery of securities certificates. A clearing agency does not include any person solely by reason of performing a transfer agent function, specifically transferring record ownership of securities by bookkeeping entry without physical issuance of securities certificates. Clearing agencies are generally required to register with the SEC and comply with applicable regulation.

Because we provide a platform that facilitates transfers in crypto assets through API connections to exchanges that permit the transfer of crypto assets, it is possible that we could be viewed as engaging in these types of activities. We have taken the position that we are not a clearing agency under the Exchange Act because the provision of a digital platform is not the type of activity described in the definition of a clearing agency. It is possible that the SEC or another regulatory agency could disagree with our position. If so, we could be forced to register as a clearing agency and comply with applicable law, which could lead to significant costs and could force us to change or cease our operations. Any of these developments could have a negative effect on our business, financial condition and results of operations.

We do not believe we have an obligation to register the platform as an exchange or ATS, though a regulator may disagree.

It is possible that the SEC or another regulator could determine that we are an exchange or an ATS and require us to register and comply with applicable law. Entities that are engaged as “exchanges” or “ATSS” with respect to securities are subject to federal registration and significant regulatory oversight by the SEC and FINRA. Exchanges and ATSSs are generally networks that constitute, maintain, or provide a marketplace or facilities for bringing together the orders of multiple purchasers and multiple sellers of securities. A system “brings together” orders if it displays trading interests entered on the system to users (e.g., through consolidated quote screens) or receives orders for processing and execution. This does not include systems that have only one seller for each security (e.g., the issuer), even if there are multiple buyers.

Because we provide a platform that allows customers to access crypto asset exchanges through APIs, it is possible that we could be viewed as engaged in activities that would cause us to be deemed an exchange or ATS. We do not believe that the provision of a platform that provides connection to an exchange through an API constitutes the type of activity that is undertaken by an exchange. However, it is possible that the SEC or another regulator could disagree with our position. If so, we could be forced to register as an exchange or ATS and comply with applicable law, which could lead to significant costs and could force us to change or cease our operations.

Additionally, the exchanges we partner with could be found by the SEC to be illegally operating as unregistered exchanges or ATSSs and could require them to shut down. Any of these developments could have a negative effect on our business, financial condition and results of operations.

TABLE OF CONTENTS

We are subject to export control, import, and sanctions laws and regulations that could impair our ability to compete in international markets or subject us to liability if we violate such laws and regulations.

Our business activities are subject to various restrictions under U.S. export control and sanctions laws and regulations, including the U.S. Department of Commerce’s Export Administration Regulations and various economic and trade sanctions administered by the U.S. Department of the Treasury’s Office of Foreign Assets Control (“OFAC”). The U.S. export control laws and U.S. economic sanctions laws include restrictions or prohibitions on the sale or supply of certain products and services to U.S. embargoed or sanctioned countries, governments, persons and entities, and also require authorization for the export of certain encryption items. In addition, various countries regulate the import of certain software and technology, including through import permitting and licensing requirements and have enacted or could enact laws that could limit our ability to distribute our software in those countries.

Although we take precautions to prevent our software and services from being accessed or provided in violation of such laws, we may have previously allowed our software to be downloaded by individuals or entities potentially located in countries or territories subject to U.S. trade embargoes, in violation of U.S. sanctions laws.

On or around December 7, 2018, we received an administrative subpoena issued by OFAC seeking information regarding potential transactions with individuals in Iran.

After learning of these potential violations, we conducted a comprehensive review that covered all countries and territories subject to U.S. trade embargoes administered by OFAC, took remedial action designed to prevent similar activity from occurring in the future, and submitted a voluntary self-disclosure regarding the apparent violations to OFAC. If we are found to be in violation of U.S. economic sanctions laws, it could result in fines and penalties. We may also be adversely affected through reputational harm. Further, the controls we have implemented may not be fully effective and there is no guarantee that we will not inadvertently provide software or services to sanctioned parties in the future. The voluntary self-disclosure is currently under review by OFAC. For more information, see “*Business—Legal and Regulatory Proceedings—OFAC Administrative Subpoena.*”

In addition, changes in our software, or future changes in export and import regulations may prevent our international users from accessing our software. Any change in export or import regulations, economic sanctions or related legislation, or change in the countries, governments, persons or technologies targeted by such regulations, could result in decreased use of our software by existing or potential international users. Any decreased use of our software or limitation on our ability to export our software would likely adversely affect our business, results of operations, and financial results.

The gambling and sports betting industry is subject to extensive and evolving regulations that could change based on political and social norms and that could be interpreted in ways that could negatively impact our business.

We are subject to certain laws and regulations regarding gambling and could be found in violation of such laws and regulations if our internal controls and systems were to fail. The gambling and sports betting industry is subject to extensive and evolving regulations that could change based on political and social norms and that could be interpreted in ways that could negatively impact our business. NextGen generally must maintain licenses with respect to its SportX app in order to continue operations, with its primary license to operate SportX issued by the Gaming Control Board of Curacao, Netherlands Antilles.

In the United States, the Unlawful Internet Gambling Enforcement Act of 2006 (“UIGEA”) prohibits, among other things, the acceptance by a business of a wager by means of the internet where such wager is prohibited by any federal or state law where initiated, received or otherwise made. In addition, the Federal Wire Act of 1961 (the “Wire Act”) generally prohibits sports betting and the transmission of information related to sports betting via the internet if such betting and transmission of information crosses state lines. Moreover, many states within the United States prohibit sports betting, and where not prohibited, generally require those participating in sports betting within such state to maintain a license with the state’s applicable gaming authorities.

For these reasons, NextGen and Exodus have agreed that the SportX app and Exodus Platform shall (i) prohibit persons located in the United States and any of its territories from using the SportX app or the Exodus Platform in connection with the SportX app, (ii) include software restrictions to block persons located in the United States and any of its territories from utilizing the SportX app or the Exodus Platform in connection

TABLE OF CONTENTS

with the SportX app, (iii) only permit bets in the SportX app to be made by bettors in the form of crypto assets held in the cryptocurrency wallets of the bettors, (iv) only permit winnings to be paid out to bettors in the form of crypto assets that are sent over the blockchain directly to the bettor's crypto asset wallet, and (v) take any and all other actions which may be necessary to ensure compliance at all times with U.S. laws concerning gambling and sports betting.

While we believe that we are in compliance in all material respects with all applicable sports betting regulatory requirements, there is no guarantee that the technical blocks we implement and which NextGen implements will be effective. These systems and controls are intended to ensure that our customers do not accept bets from end-users located in jurisdictions where the SportX app is not permitted, any failure of such systems and controls may result in violations of applicable laws or regulations. Any claims in respect of any such violations could have cost, resource, and, in particular if successful, reputational implications, and implications on our ability to retain, renew or expand our portfolio of licenses, and so have a material adverse effect on our operations, financial performance and prospects.

Moreover, we cannot assure that our activities or the activities of our customers will not become the subject of any regulatory or law enforcement, investigation, proceeding or other governmental action or that any such proceeding or action, as the case may be, would not have a material adverse impact on us or our business, financial condition or results of operations.

We are not registered as a money transmitter or money services business, and our business may be adversely affected if we are required to do so.

It is possible that we could be found to be a money services business at the federal level, and/or a "money transmitter" at the state level. Under the Bank Secrecy Act of 1970, as amended by the Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001 ("USA PATRIOT Act") (collectively, hereinafter, the "BSA"), and BSA implementing regulations adopted by the FinCEN, all money services businesses ("MSBs") are required to (i) register with the U.S. Department of the Treasury through FinCEN; (ii) establish an anti-money laundering ("AML") program; and (iii) meet other recordkeeping and reporting requirements. MSBs include, among other businesses, a person providing "money transmission services," which includes the "acceptance of currency, funds, or other value that substitutes for currency from one person and the transmission of currency, funds, or other value that substitutes for currency to another location or person by any means." Because of the breadth of this definition, FinCEN regulations state that whether a person is a "money transmitter" is ultimately a "facts and circumstances" determination.

In addition to obligations at the federal level, virtually every U.S. state (and the District of Columbia) requires entities providing money transmission services to be licensed by the appropriate state agency responsible for the supervision of financial institutions. State laws regulating money transmission are not uniform, but generally define "money transmission" to include the receiving of money or monetary value for transmission or the transmitting of money or monetary value to a location within or outside the U.S. by any means.

FinCEN has provided limited guidance regarding the application of the BSA to activities involving crypto assets, and it is unclear whether our activities in regard to crypto assets could trigger a federal MSB registration requirement in and of itself. We believe that we do not meet the definition of a money transmitter because Exodus does not exercise "total independent control" over the value in our customers' wallets. Exodus does not accept or transmit virtual currency on behalf of any customer, or otherwise act as an intermediary for exchange of currencies by taking possession of such crypto assets. If we were deemed to be an MSB, at the federal level, and/or a "money transmitter" at the state level, we could be subject to significant additional regulation, which could affect our business and operations.

Due to the revenue structure for our exchange, we could be deemed a broker-dealer if certain crypto assets were deemed to be securities.

It is possible that our activities with respect to crypto assets would cause us to be viewed as a "broker" or "dealer" under federal or state law. Under the Exchange Act, a "broker" is a person engaged in the business of effecting transactions in securities for the account of others. The staff of the SEC has indicated that receiving commissions or other transaction-related compensation is one of the determinative factors in deciding whether a person is "engaged in the business" of being a "broker," in part because this "salesman's stake" in a securities transaction incentivizes the recipient to encourage transactions that may or may not be appropriate for the parties

TABLE OF CONTENTS

involved. Because for certain crypto assets we receive a percentage of the amount of crypto assets a customer exchanges using our exchange, if any of the crypto assets for which we receive such payment were deemed to be securities, we could be viewed as a broker based on our receipt of such compensation. More generally, our activities with respect to any crypto assets that are deemed securities could trigger the need for broker registration. We have engaged in a review process for the crypto assets available to be traded through the Exchange Aggregator on our platform, and based on that review process, we have created two separate fee structures for the exchanges connected to the Exchange Aggregator. We charge a monthly flat fee to exchanges on which U.S. persons trade tokens. For exchanges that do not deal with U.S. persons, or on which U.S. persons do not have the ability to trade tokens that could be considered securities, we may charge a percentage of assets exchanged. We may also charge exchanges on which U.S. persons trade tokens a percentage of assets exchanged for certain digital assets that we have determined are not securities. However, it is possible that the SEC or another regulator could disagree with our position regarding which tokens are not securities and whether we generally have an obligation to register as a broker-dealer. If that were to be the case, we may be required to change our compensation system or make other changes to our platform and business, which could have a negative effect on our financial position. We may also be required to register as a broker-dealer and comply with applicable regulations. Any of these developments could have a negative effect on our business, financial condition and results of operations.

If we were deemed to be a broker-dealer, we would likely experience difficulty in complying with the broker-dealer financial responsibility rules.

If we were deemed to be a broker-dealer, we would have to comply with a number of regulatory requirements, including compliance with regulations that govern broker-dealer financial responsibility, such as Exchange Act Rule 15c3-3(b), which relates to establishing and maintaining physical possession or control of a customer's digital asset securities. It is likely that we would experience significant challenges in attempting to comply with these regulations, and may not be able to achieve such compliance. Due to the nature of digital asset securities, if we were deemed to be a broker-dealer, it would likely be difficult for us to comply with the requirements to obtain and maintain physical possession or control of all fully paid or excess securities carried for the account of customers. In addition, obtaining an exemption from such custody rules would likely also result in significant costs to the company, in regard to both financial and management resources, and we may not be able to obtain such an exemption. For example, in the ATS Role in the Settlement of Digital Asset Security Trades, SEC Staff No-Action Letter (Sep. 25, 2020), the Staff described an acceptable process for regulated non-custodial ATS exchanges, but such process would be costly to implement and operate. It is likely that we would not be able to implement and operate such a process. Should we be deemed to be a broker-dealer, and should we not be able to either obtain an exemption from or implement acceptable processes for compliance with the broker-dealer financial responsibility rules, we would be deemed to not be in compliance with the appropriate broker-dealer regulations. Such non-compliance would likely have a materially adverse effect on our business and financial operations.

We may be subject to a variety of foreign laws and regulations, and our failure to comply with such laws and regulations, or expenses we incur related to compliance, could be negatively affect our business and operations.

We may be subject to a variety of foreign laws and regulations that involve matters central to our business. These could include, for example, regulations related to user privacy such as the General Data Protection Regulation (“GDPR”), blockchain technology, potential broker-dealer or exchange activities, data protection, and intellectual property, among others. Our Swiss subsidiary, Proper Trust AG, will be subject to Swiss corporate and privacy laws and regulations, and will be regulated by the Swiss State Secretariat for Economic Affairs, which is similar to OFAC (see above, “*We are subject to export control, import, and sanctions laws and regulations that could impair our ability to compete in international markets or subject us to liability if we violate such laws and regulations.*”) In certain cases, foreign laws may be more restrictive than those in the United States. Although we believe we are operating in compliance with the laws of jurisdictions in which Exodus exists, foreign laws and regulations are constantly evolving and can be subject to significant change. In addition, the application and interpretation of these laws and regulations are often uncertain, particularly in the new and rapidly evolving industry in which we operate. As a result, crypto assets and blockchain technologies such as those we are involved in face an uncertain regulatory landscape in many foreign jurisdictions, including but not limited to the European Union, China and Russia. Other foreign jurisdictions may also, in the near future, adopt laws, regulations or directives that affect our business.

TABLE OF CONTENTS

We have adopted policies and procedures designed to comply with the laws that apply to us as we understand them. However, the growth of our business and its expansion outside of the United States may increase the potential of violating foreign laws or our own internal policies and procedures. The risk of our Company being found in violation of applicable laws and regulations is further increased by the fact that many of them are open to a variety of interpretations given the absence of formal interpretation by regulatory authorities or the courts. This risk may also be increased by the fact that our business crosses jurisdictional lines, and we may not always be in control of all activities that occur on the Exodus Platform.

Any action brought against us by a foreign regulator or in a private action based on foreign law could cause us to incur significant legal expenses and divert our management's attention from the operation of the business. If our operations are found to be in violation of any laws and regulations, we may be subject to penalties associated with the violation, including civil and criminal penalties, damages and fines; we could be required to refund payments received by us; and we could be required to curtail or cease operations. Any of these consequences could seriously harm our business and financial results. In addition, existing and proposed laws and regulations can be costly to comply with and can delay or impede the development of new products, result in negative publicity, increase operating costs, require significant management time and attention, and subject us to claims or other remedies, including fines or demands that we modify or cease existing business practices.

Any applicable foreign laws, regulations or directives may also conflict with those of the United States. The effect of any future regulatory change is impossible to predict, but any change could be substantial and materially adverse to the adoption and value of the tokens and our operations.

The SEC's Division of Examinations may be reviewing platforms in the business of offering, selling, and trading digital assets with more intense scrutiny, and we or other companies with whom we have a business relationship could become subject to such scrutiny.

On February 26, 2021, the SEC issued a risk alert relating to the offer, sale, and trading of digital assets that are securities, which include certain virtual currencies, coins, and tokens. Where these digital asset securities are concerned, the SEC's Division of Examinations noted key areas that the Division would focus on in future examinations. Impacted parties in the digital asset industry include registered investment advisers, broker-dealers, exchanges, and transfer agents and their use of digital assets securities.

We take the position that we are not required to register as a broker-dealer; however, there is no guarantee that regulatory agencies will agree with our position. If we were deemed to be a broker-dealer, we could be subject to scrutiny by the Division of Examination's key focus areas in the digital assets industry, and such scrutiny could negatively impact our business and operations.

In addition, our Transfer Agent, any ATS we may use and other companies with whom we have a business relationship, such as businesses with whom we have entered into API agreements, may be examined by the Division with more intense scrutiny as a business operating in the priority enforcement category of digital asset securities. Any enforcement issues that the Division finds in their examination of the Transfer Agent, any ATS or any companies with whom we have a business relationship could negatively impact our business and operations.

Other Risks

Privacy and Data Protection

Privacy concerns and laws or other domestic or foreign regulations may reduce the effectiveness of our platform and adversely affect our business.

We are subject to laws and regulations relating to privacy, data protection, and data security. These laws and regulations are evolving, may impose inconsistent or conflicting standards among jurisdictions, can be subject to significant change and may result in ever-increasing regulatory and public scrutiny and escalating levels of enforcement and sanctions. For example, in the European Union, the GDPR imposes stringent obligations relating to privacy, data protection, and data security, authorizes fines up to 4% of global annual revenue or €20 million, whichever is greater, for some types of violations. In the United Kingdom, a Data Protection Act that substantially implements the GDPR also became law in May 2018, and was further amended in 2019 to align it more closely with the GDPR. Further, on January 1, 2020, the California Consumer Privacy Act ("CCPA") went into effect. The CCPA, among other things, requires covered companies to provide new disclosures to California consumers, and afford such consumers new abilities to opt-out of certain sales of

TABLE OF CONTENTS

personal information. The CCPA provides for civil penalties for violations, as well as a private right of action that may increase related litigation. Moreover, a new privacy law, the California Privacy Rights Act (“CPRA”), recently was promulgated. The CPRA significantly modifies the CCPA, potentially requiring us to incur additional costs and expenses in an effort to comply with the new regulations before enforcement begins in 2023. In addition, some countries are considering or have enacted legislation requiring local storage and processing of data that could increase the cost or complexity of operating our platform or providing services.

In addition to government regulation, privacy advocates and industry groups may propose self-regulatory standards from time to time. These and other industry standards may legally or contractually apply to us, or we may elect to comply with such standards or to facilitate compliance with such standards. We cannot control the conduct of our customers using an Exodus wallet, who may engage in businesses that make them subject to privacy and data protection laws, and as a result there can be no guarantee that users of the platform will not engage in misconduct. We also expect that there will continue to be new proposed laws, regulations and standards relating to privacy and data protection in various jurisdictions, and we cannot determine the impact such future laws, regulations and standards, or new or differing interpretations or patterns of enforcement of laws, regulations and standards, may have on our business.

Aspects of the GDPR, CCPA, and other laws, regulations, standards, and other obligations relating to privacy, data protection, and data security remain uncertain, and complying with these laws, regulations, and obligations, as well as new laws, amendments to or re-interpretations of existing laws and regulations, industry standards, and contractual and other obligations, may require us to undertake additional obligations and incur additional costs, modify our data handling practices, and restrict our business operations. It also is possible that these laws, standards, contractual obligations, and other obligations may be interpreted and applied in a manner that is, or is alleged to be, inconsistent with our data management practices, our privacy, data protection, or data security policies or procedures, the Exodus Platform or our services. If so, in addition to the possibility of fines, lawsuits and other claims, we could be required to modify the Exodus Platform or services, or make changes to our business activities and practices, which could adversely affect a customer’s Exodus wallet, our platform, and our business as a whole. We may be unable to make such changes and modifications in a commercially reasonable manner or at all, and our ability to develop new offerings and features, and to make uses of data, could be limited.

Any violations, or perceived violations, of laws, regulations, or contractual or other obligations relating to privacy, data protection, or data security could subject us to fines, penalties, and regulatory investigations and other actions, as well as to civil actions by affected parties. Any such actual or perceived violations could result in negative publicity and harm to our or our third-party API providers’ reputations, as well as adversely affect our ability to expand our platform and its functionality and any associated services, which could have a material adverse effect on our operations and financial condition. Additionally, privacy, data protection, and data security concerns, whether valid or not valid, may inhibit market adoption of Exodus wallets and use of our platform, particularly in certain industries and foreign countries.

Tax

Changes in our effective tax rate or tax liability may adversely affect our operating results.

Our effective tax rate could increase due to several factors, including:

- changes in the treatment of crypto assets under tax laws;
- changes in the relative amounts of income before taxes in the various jurisdictions in which we operate due to differing statutory tax rates in various jurisdictions;
- changes in tax laws, tax treaties, and regulations or the interpretation of them, including the Tax Cuts and Jobs Act (“**Tax Act**”) and the Coronavirus Aid, Relief, and Economic Security Act (“**CARES Act**”);
- changes to our assessment about our ability to realize our deferred tax assets that are based on estimates of our future results, the prudence and feasibility of possible tax planning strategies, and the economic and political environments in which we do business;
- the outcome of current and future tax audits, examinations, or administrative appeals; and
- imitations or adverse findings regarding our ability to do business in some jurisdictions.

TABLE OF CONTENTS

Any of these developments could adversely affect our operating results.

We may become subject to tax examinations of our tax returns by the Internal Revenue Service, or the IRS, and other domestic and foreign tax authorities. An adverse outcome of any such audit or examination by the IRS or other tax authority could have a material adverse effect on our results of operations and financial condition.

We may become subject to audit by the IRS and other tax authorities in various domestic and foreign jurisdictions. As a result, we may in the future receive assessments in multiple jurisdictions on various tax-related assertions. Taxing authorities also may challenge our tax positions and methodologies on various matters, including on the crypto assets that we hold and use to pay employees and expenses in the future. The calculation of our tax liabilities involves dealing with uncertainties in the application of complex tax laws and regulations in a variety of jurisdictions. There can be no assurance that our tax positions and methodologies or calculation of our tax liabilities are accurate or that the outcomes of future tax examinations will not have an adverse effect on our results of operations and financial condition.

We may have exposure to greater than anticipated income tax liabilities and may be affected by changes in tax laws, which could adversely impact our results of operations and financial condition.

We operate in a number of tax jurisdictions globally, including in the United States at the federal, state, and local levels, and in certain other countries, and plan to continue to expand the scale of our operations in the future. Accordingly, we are subject to income taxes in the United States and certain jurisdictions outside of the United States. While we did not incur significant income taxes in fiscal year 2019, we have incurred significant income taxes in prior years and may in the future face significant tax liabilities. Our tax expense could also be impacted by changes in non-deductible expenses, changes in excess tax benefits of stock-based compensation, changes in the valuation of deferred tax assets and liabilities, and our ability to utilize them, the applicability of withholding taxes, and effects from acquisitions.

Our tax provision could also be impacted by changes in accounting principles, changes in U.S. federal, state, or international tax laws applicable to corporate multinationals such as the recent legislation enacted in the United States and Switzerland, other fundamental law changes currently being considered by many countries, and changes in taxing jurisdictions' administrative interpretations, decisions, policies, and positions. For example, on December 22, 2017, tax reform legislation referred to as the Tax Act was enacted in the United States. The Tax Act significantly revises U.S. federal income tax law, including lowering the corporate income tax rate to 21%, requiring companies to pay a one-time transition tax on certain unrepatriated earnings of foreign subsidiaries, implementing a modified territorial tax system, requiring a current inclusion in U.S. federal taxable income of certain earnings of controlled foreign corporations, and creating a base erosion anti-abuse tax. We have reflected the impact of the Tax Act in our financial statements in accordance with our understanding of the Tax Act and guidance available as of the date of this offering circular. The primary effect of the Tax Act on our consolidated financial results was a reduction of our effective tax rate due to the vast majority of our revenue coming from foreign sources. This revenue is favorably impacted by the foreign-derived intangible income deduction. Many consequences of the Tax Act, including whether and how state, local, and foreign jurisdictions will react to such changes, are not entirely clear at this time and the U.S. Department of the Treasury has broad authority to issue regulations and interpretive guidance that may significantly impact how the Tax Act will apply to us. Any of the foregoing changes could have an adverse impact on our results of operations, cash flows, and financial condition.

Our international operations require us to exercise judgment in determining the applicability of tax laws, which may subject us to potentially adverse tax consequences.

We generally conduct our international operations through subsidiaries and are subject to income taxes and potentially other non-income-based taxes, such as payroll, value-added, goods and services and other local taxes. Our domestic and international tax liabilities are subject to various jurisdictional rules regarding the calculation of taxable income in various jurisdictions worldwide based upon our business operations in those jurisdictions. Our intercompany relationships are subject to complex transfer pricing regulations administered by taxing authorities in various jurisdictions. The relevant taxing authorities may disagree with our determinations as to the value of assets sold or acquired or income and expenses attributable to specific jurisdictions. If such a disagreement were to occur, and our position were not sustained, we could be required to pay additional taxes, interest and penalties, which could result in one-time tax charges, higher effective tax rates, reduced cash flows and lower overall profitability of our operations.

SPECIAL NOTE REGARDING FORWARD-LOOKING STATEMENTS

This offering circular contains forward-looking statements that are based on management's beliefs and assumptions and on information currently available to management. Some of the statements in the sections of this offering circular captioned "*Offering Summary*," "*Risk Factors*," "*Management's Discussion and Analysis of Financial Condition and Results of Operations*," and "*Business*" and elsewhere in this offering circular contain forward-looking statements. In some cases, you can identify forward-looking statements by the following words: "may," "will," "could," "would," "should," "expect," "intend," "plan," "anticipate," "believe," "estimate," "predict," "project," "potential," "continue," "ongoing" or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words.

These statements involve risks, uncertainties, assumptions and other factors that may cause actual results, levels of activity, performance or achievements to be materially different from the information expressed or implied by these forward-looking statements. Although we believe that we have a reasonable basis for each forward-looking statement contained in this offering circular, we caution you that these statements are based on a combination of facts and factors currently known by us and our projections of the future, about which we cannot be certain.

Forward-looking statements in this offering circular include, but are not limited to, statements about:

- our future financial performance, including our expectations regarding our revenue, cost of revenue, gross profit, operating expenses,
- our use of the net proceeds from this offering;
- changes in general and administrative expenses (including any components of the foregoing), advertising and marketing expenses, depreciation and amortization expenses, impairment of digital asset expenses, and stock-based compensation expenses, and our ability to achieve, and maintain, future profitability;
- our business plan and our ability to effectively manage our growth;
- our market opportunity, including our total addressable market;
- anticipated trends, growth rates, and challenges in our business and in the markets in which we operate;
- beliefs and objectives for future operations;
- our ability to further attract, retain, and expand our customer base;
- our ability to develop new products and services and bring them to market in a timely manner;
- our expectations concerning relationships with third parties, including strategic partners;
- our ability to maintain, protect, and enhance our intellectual property;
- our response to emerging and future cybersecurity risks;
- the effects of increased competition in our markets and our ability to compete effectively;
- future acquisitions or investments in complementary companies, products, services, or technologies;
- our ability to maintain compliance with laws and regulations that currently apply or become applicable to our business;
- economic and industry trends, projected growth, or trend analysis;
- our ability to attract and retain qualified employees; and
- the estimates and methodologies used in preparing our consolidated financial statements.

In addition, you should refer to the section of this offering circular captioned "*Risk Factors*" for a discussion of other important factors that may cause actual results to materially differ from those expressed or implied by the forward-looking statements. As a result of these factors, we cannot assure you that the forward-looking statements in this offering circular will prove to be accurate. Furthermore, if the forward-looking statements prove to be inaccurate, the inaccuracy may be material. In light of the significant uncertainties in these forward-looking statements, you should not regard these statements as a representation or warranty by us or any other person that we will achieve our objectives and plans in any specified time frame, or at all. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

USE OF PROCEEDS

The net proceeds from our sale of 1,914,661 shares of Class A common stock in this offering at the offering price of \$27.42 per share, after deducting estimated offering expenses, will be approximately \$51 million. We will not receive any proceeds from the sale of shares of our Class A common stock by the selling stockholders.

The principal purposes of this offering are to obtain additional capital and increase our financial flexibility. We currently intend to use the net proceeds we receive from this offering for the continued expansion of our platform, with a focus on software development and increasing our marketing efforts to attract additional customers to our platform.

We will have broad discretion over the uses of the net proceeds of this offering. Pending these uses, we may choose to leave proceeds in the digital assets received or invest the net proceeds from this offering in short-term, investment-grade interest bearing securities such as money market accounts, certificates of deposit, commercial paper and guaranteed obligations of the U.S. government.

The table below shows the estimated net proceeds we would receive from this offering assuming the sale of 25%, 50%, 75% and 100% of the Class A common stock we and the selling stockholders are offering. There is no guarantee that we will be successful in selling any of the Class A common stock we are offering. Our net proceeds could change based on the number of shares sold by selling stockholders (in millions).

	<u>25%</u>	<u>50%</u>	<u>75%</u>	<u>100%</u>
Gross proceeds	\$18.8	\$37.5	\$52.5	\$52.5
Offering expenses ¹	\$ 1.5	\$ 1.5	\$ 1.5	\$ 1.5
Net proceeds to Exodus Movement, Inc.	\$17.3	\$36.0	\$51.0	\$51.0

¹ Offering expenses were paid out of working capital previously allocated for those expenditures. Offering expenses consisting primarily of legal and accounting fees which we estimate to be approximately \$1.5 million.

The table below sets forth the manner in which we intend to use the net proceeds we receive from this offering, assuming the sale of 25%, 50%, 75% and 100% of from the Class A common stock we and the selling stockholders are offering. All amounts listed below are estimates (in millions).

	<u>25%</u>	<u>50%</u>	<u>75%</u>	<u>100%</u>
Software development	\$11.5	\$24.0	\$29.1	\$29.1
Marketing	\$ 4.6	\$ 9.6	\$14.6	\$14.6
Operations/Cash reserves	\$ 1.2	\$ 2.4	\$ 7.3	\$ 7.3

DIVIDEND POLICY

We have never declared or paid cash dividends on our capital stock. We currently intend to retain all available funds and any future earnings for use in the operation of our business and do not anticipate paying any dividends on our capital stock in the foreseeable future. Any future determination to declare dividends will be made at the discretion of our board of directors and will depend on our financial condition, operating results, capital requirements, general business conditions, and other factors that our board of directors may deem relevant.

CAPITALIZATION

The following table sets forth our cash and cash equivalents, as well as our capitalization, as of December 31, 2020, on:

- an actual basis;
- a pro forma basis to give effect to (1) the conversion of \$0.5 million aggregate principal amount of SAFEs into 2,904,498 shares of Class B common stock in February 2021; (2) the issuance of 4,800 shares of Class B common stock to COHAGEN WILKINSON, INC., a selling stockholder in this offering, in January 2021 and (3) the exercise of options to purchase 296,997 shares of Class B common stock in connection with, and contingent upon, the consummation of this offering and the automatic conversion of 818,568 shares of Class B common stock (including 296,997 shares of Class B common stock issued upon exercise of outstanding options) upon their sale by the selling stockholders in this offering; and
- a pro forma as adjusted basis to give effect to the sale and issuance by us of 1,914,661 shares of Class A common stock in this offering and the receipt of the net proceeds from our sale of these shares at the offering price of \$27.42 per share, after deducting offering expenses.

You should read the information in this table together with our consolidated financial statements and related notes to those statements, as well as the sections captioned “Selected Consolidated Financial Data” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations,” appearing elsewhere in this offering circular.

	As of December 31, 2020		
	Actual	Pro Forma	Pro Forma As Adjusted
	(in thousands, except share data)		
Cash and cash equivalents	\$ 2,612	\$ 3,322	\$ 3,322
Digital assets	7,668	7,668	58,668
Stockholders’ equity:			
Preferred stock, par value \$0.000001 per share: 5,000,000 shares authorized, no shares issued and outstanding, actual, pro forma and pro forma as adjusted	—	—	—
Class A common stock, par value \$0.000001 per share: 32,500,000 shares authorized; no shares issued and outstanding, actual; 818,568 issued and outstanding, pro forma, 2,733,229 shares issued and outstanding, pro forma as adjusted	—	—	—
Class B common stock, par value \$0.000001 per share: 27,500,000 shares authorized; 20,011,830 shares issued and outstanding, actual; 22,399,557 issued and outstanding, pro forma and pro forma as adjusted	—	—	—
Additional paid-in capital	2,621	3,869	54,869
Accumulated other comprehensive income	248	248	248
Retained earnings	14,954	14,954	14,954
Total stockholders’ equity	17,823	19,071	70,071
Total capitalization	\$17,823	\$19,071	\$70,071

The number of shares of our Class A common stock and our Class B common stock to be outstanding after this offering is set forth in the table below, which sets out our actual, pro forma and pro forma as adjusted number of shares outstanding as of December 31, 2020:

	Actual ⁽¹⁾⁽²⁾	Pro Forma ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾	Pro Forma As Adjusted ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾
Class A Common Stock	—	818,568	2,733,229
Class B Common Stock	20,011,830	22,399,557	22,399,557

TABLE OF CONTENTS

- (1) Reflects the filing of a certificate of amendment to our amended and restated certificate of incorporation in February 2021, which increased the number of authorized shares of our capital stock and effected the Forward Stock Split.
- (2) Excludes (a) 2,737,008 shares of our Class B common stock issuable upon exercise of options outstanding, at a weighted average exercise price of \$2.39 per share, as of December 31, 2020 and (b) 262,992 shares of our Class B common stock reserved for future issuance under our 2019 Equity Incentive Plan as of December 31, 2020.
- (3) Reflects the exercise of options to purchase 296,977 shares of Class B common stock in connection with, and contingent upon, the consummation of this offering and the automatic conversion of 818,568 shares of Class B common stock (including 296,997 shares of Class B common stock issued upon exercise of outstanding options) upon their sale by the selling stockholders in this offering.
- (4) Reflects the conversion of \$0.5 million aggregate principal amount of SAFEs into 2,904,498 shares of Class B common stock in February 2021.
- (5) Reflects the issuance of 4,800 shares of Class B common stock to COHAGEN WILKINSON, INC., a selling stockholder in this offering, in January 2021.

DILUTION

If you invest in our Class A common stock in this offering, your ownership interest will be diluted to the extent of the difference between the amount per share paid by purchasers of shares of Class A common stock in this offering and the pro forma as adjusted net tangible book value per share immediately after this offering.

Historical pro forma net tangible book value represents our total tangible assets less total liabilities. As of December 31, 2020, our historical pro forma net tangible book value was \$19.0 million and our historical pro forma net tangible book value per share was \$0.82.

After giving effect the sale and issuance of 2,733,229 shares of Class A common stock in this offering by us and the selling stockholders at a price per share of \$27.42, and after deducting estimated offering expenses payable by us, our pro forma as adjusted net tangible book value as of December 31, 2020 would have been \$70.1 million, or \$2.79 per share. This represents an immediate increase in pro forma as adjusted net tangible book value of \$1.97 per share to existing stockholders and an immediate dilution of \$24.63 per share to new investors purchasing common stock in this offering. Dilution per share to new investors purchasing common stock in this offering is determined by subtracting pro forma as adjusted net tangible book value per share after this offering from the price per share paid by new investors.

The following table illustrates this dilution to new investors on a per share basis:

Price per share of Class A common stock in this offering	\$27.42
Historical pro forma net tangible book value per share as of December 31, 2020	\$0.82
Increase per share attributable to new investors purchasing shares in this offering	\$1.97
Pro forma as adjusted net tangible book value per share after this offering	\$ 2.79
Dilution per share to new investors purchasing shares in this offering	<u>\$24.63</u>

The following table summarizes, as of December 31, 2020, on a pro forma as adjusted basis, as described above, the differences between the existing stockholders and the new investors purchasing shares of common stock in this offering with respect to the number of shares purchased from us, the total consideration paid or to be paid to us, which includes net proceeds received from the issuance of our common stock and the average price per share paid or to be paid to us at the offering price of \$27.42 per share, before deducting offering expenses payable by us:

	Shares Purchased		Total Consideration		Average Price Per Share
	Number	Percent	Amount	Percent	
	(in thousands, except per share data and percentages)				
Existing stockholders	818,568	30%	\$22,445	30%	\$27.42
New investors participating in this offering	<u>1,914,661</u>	<u>70%</u>	<u>\$52,500</u>	<u>70%</u>	27.42
Total	<u>2,733,229</u>	<u>100%</u>	<u>\$74,945</u>	<u>100%</u>	27.42

Sales by the selling stockholders in this offering will cause the number of shares held by existing stockholders to be reduced to 22,399,557 shares, or 89% of the total number of shares of our common stock outstanding after this offering, and will increase the number of shares held by new investors to 2,733,229 shares, or 11% of the total number of shares of our common stock outstanding after this offering.

The number of shares of our Class A common stock and our Class B common stock to be outstanding after this offering is set forth in the table below, which sets out our actual, pro forma and pro forma as adjusted number of shares outstanding as of December 31, 2020:

	Actual ⁽¹⁾⁽²⁾	Pro Forma ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾	Pro Forma As Adjusted ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾
Class A Common Stock	—	818,568	2,733,229
Class B Common Stock	20,011,830	22,399,557	22,399,557

(1) Reflects the filing of a certificate of amendment to our amended and restated certificate of incorporation in February 2021, which increased the number of authorized shares of our capital stock and effected the Forward Stock Split.

(2) Excludes (a) 2,737,008 shares of our Class B common stock issuable upon exercise of options outstanding, at a weighted average exercise price of \$2.39 per share, as of December 31, 2020 and (b) 262,992 shares of our Class B common stock reserved for future issuance under our 2019 Equity Incentive Plan as of December 31, 2020.

(3) Reflects the exercise of options to purchase 296,997 shares of Class B common stock in connection with, and contingent upon, the consummation of this offering and the automatic conversion of 818,568 shares of Class B common stock (including 296,997 shares of Class B common stock issued upon exercise of outstanding options) upon their sale by the selling stockholders in this offering.

(4) Reflects the SAFE Conversion.

(5) Reflects the issuance of 4,800 shares of Class B common stock to COHAGEN WILKINSON, INC., a selling stockholder in this offering, on January 14, 2021.

MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

You should read the following discussion and analysis of Exodus's financial condition and results of operations together with the consolidated financial statements and related notes that are included elsewhere in this offering circular. This discussion contains forward-looking statements based upon current plans, expectations and beliefs that involve risks and uncertainties. Exodus's actual results may differ materially from those anticipated in these forward-looking statements as a result of various factors, including those set forth under "Risk Factors," "Information Regarding Forward Looking Statements" and in other parts of this offering circular.

Overview of Our Business

Our mission is to ignite an exodus from the traditional banking system by empowering people to secure, manage and use their crypto assets. On December 9, 2015, we launched the Exodus Platform for holding and using their crypto assets, and every two weeks since our launch, we have released new updates that continued to develop, build on and improve the Exodus Platform.

We believe that crypto assets should be easy to use and easy to understand. Crypto assets have the potential to profoundly change the way society does business, manages its wealth and even looks at money itself—but unlocking these possibilities first requires that crypto assets be made accessible and engaging, without technical jargon or complexities obscuring the core features, benefits and uses of crypto assets.

We are relentlessly focused on delivering the best customer experience in the blockchain and crypto asset industry. We have built a platform that brings together a simple, elegant and intuitive interface with powerful functionality—including support for over 100 crypto assets, integrations with seven crypto-to-crypto exchanges and integrations with third-party applications, such as Compound Finance and SportX.

We operate in the financial technology subsector of the greater blockchain and crypto asset industry and our customers are both experienced people and entities familiar with this technology and those new to financial solutions powered by blockchain technology and crypto assets.

We built the Exodus Platform to give our customers the power to quickly secure, control, and manage their digital wealth. Our platform allows our customers to store and access their crypto assets in a secure environment that only they control on their desktop and mobile devices while delivering a simple, elegant and intuitive experience. The trustworthiness of your bank's online portal without service windows and clunky interfaces, the speed of centralized crypto exchanges without the risk of third-party custody – our customers have the best of both worlds in Exodus. The Exodus Platform allows our customers to leverage the power of crypto assets in an easy and straightforward way, without compromising privacy or the security of their funds.

Components of Results of Operations

Revenue

Exodus has entered into agreements with various third-party API providers whereby the provider is allowed to integrate their services into the Exodus Platform for use by users of the Exodus Platform. These integrations are known as APIs, and we earn revenue based on the API fees detailed in the associated API agreements. Most, but not all, of our revenue is earned on a transactional basis whereby users of the Exodus Platform access the services of the API providers through the API. Certain interactions generate API fees, and we track fees earned on a daily basis. Examples of services provided by API providers include cryptocurrency-to-cryptocurrency exchanges, fiat-to-cryptocurrency conversions, cryptocurrency staking, and sports betting.

For transaction-based API fees, the transaction price is allocated per qualified interaction between the provider and the user and is paid by the provider. As each interaction occurs, we recognize revenue. With the majority of our revenue being transaction-based, our revenue can vary significantly based on the type and number of interactions that occur each day. We believe that there will be additional demand for the API services in the future as a greater number of people begin to use cryptocurrencies. We anticipate that proceeds from the API fees, if and when recognized as revenue under our current accounting policy (or if and when recognized as revenue under an appropriate future accounting policy) will continue to generate the majority of our revenue for the foreseeable future.

TABLE OF CONTENTS

For non-transaction-based API fees, we recognize revenues based on when performance obligations in the underlying contracts have been identified, priced, allocated, and satisfied. No non-transaction-based fees were recognized until July 2020.

Cost of Revenues

Exodus's costs of revenues are classified as software development, customer support, and security and wallet operations.

Software Development

Software development expenses represent costs incurred by Exodus for the development of the Exodus Platform, individual API integrations, as well as our application ecosystem, and include: related salaries and costs, fees paid to consultants and outside service providers. Our application ecosystem is still under development, and there are significant hurdles to overcome before critical components of the ecosystem become operational. As a result, we expect our software development expenses to increase over the next several years as we accelerate improvements to the user experience and functionality of the wallet, integrate new APIs services, and develop the Exodus ecosystem.

Customer Support

Customer support includes related salaries and costs, and fees paid to consultants and outside service providers. Exodus views customer support as an integral part of its product offerings and made significant investments in this area in 2019 and 2020. Further investments in customer support are expected later in the development of the Exodus ecosystem.

Security and Wallet Operations

Security and wallet operations expenses consist of development operations and security related activities. As the Exodus application ecosystem is still under development, Exodus expects security and wallet operations expenses to increase over the next several years as we accelerate improvements to the user experience and functionality of the wallet. We continually explore and evaluate ways to make the Exodus Platform and ecosystem more secure.

Operating Expenses

Exodus's operating expenses are classified as general and administrative, and advertising and marketing.

General and Administrative

General and administrative expenses consist of administrative, compliance, legal, investor relations, and financial operations. They include office expenses, meals and entertainment costs, software/applications for operational use, and other general and administrative expenses, including but not limited to technology subscriptions, travel, utilities, and vehicle expenses. These expenses account for a significant portion of our operating expenses. We anticipate that our general and administrative expenses will increase in the future to support our continued growth, regulatory compliance, and the costs associated with increased reporting requirements.

Advertising and Marketing

Advertising and Marketing expenses include marketing and business development related activities consisting primarily of advertising, corporate marketing, public relations, promotional items, events and conferences and fees paid for software applications used for advertising and marketing. We have traditionally focused on low cost marketing channels and word-of-mouth advertising. However, more sophisticated marketing strategies are being explored to increase our outreach efforts; as such corresponding investments in advertising and marketing are expected to increase significantly.

[TABLE OF CONTENTS](#)

Results of Operations

The following table sets forth selected consolidated statements of operations data for the years ended December 31, 2020 and 2019.

	2020	2019
	(amounts in thousands)	
Revenues	\$21,251	\$ 7,922
Cost of revenues		
Software development	3,465	3,000
Customer support	1,824	1,044
Security and wallet operations	3,517	2,578
Total cost of revenues	8,806	6,622
Gross profit	12,445	1,300
Operating expenses		
General and administrative	3,802	2,235
Advertising and marketing	1,081	569
Depreciation and amortization	736	103
Impairment of digital assets	2,430	1,738
Income (loss) from operations	4,396	(3,345)
Other income (expense)		
Gain on sale or transfer of digital assets	5,017	3,118
Interest expense	(6)	(3)
Interest income	80	55
Total other income and expense	5,091	3,170
Income (loss) before income taxes	9,487	(175)
Income tax (expense) benefit	(1,310)	(55)
Net income (loss)	\$ 8,177	\$ (230)
Other comprehensive income (loss)		
Foreign Currency Translation Adjustment	248	—
Comprehensive income (loss)	\$ 8,425	\$ (230)

Comparison of the year ended December 31, 2020 and 2019

Revenue

	For the year ended December 31,		
	2020	2019	Percent Change
	(amounts in thousands)		
Revenue	\$21,251	\$7,922	168%

Revenue for the year ended December 31, 2020 was \$21.25 million compared to \$7.92 million for the year ended December 31, 2019, an increase of \$13.33 million or 168%. The increase in total revenue was primarily driven by revenue from the exchange aggregation of \$12.5 million, with three customers individually generating increases in revenue of \$4.8 million, \$4.3 million, and \$2.0 million. New products and services, such as consulting, fiat on-boarding, and staking were implemented in 2020 and account for \$0.77 million of the increase.

Software Development Expense

	For the year ended December 31,		
	2020	2019	Percent Change
	(amounts in thousands)		
Software development expense	\$3,465	\$3,000	15%

Software development expenses for the year ended December 31, 2020 were \$3.46 million compared to \$3.00 million for the year ended December 31, 2019, an increase of \$0.46 million or 15%. This growth was

TABLE OF CONTENTS

primarily due to an increase in hiring and associated compensation expenses of \$0.44 million. This includes \$1.6 million in general salary increases, which is offset by a decrease of \$0.3 million of stock-based compensation and \$1.0 million related to increased software capitalization due to change in development mix away from internal use projects.

Customer Support Expense

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
Customer support expense	\$1,824	\$1,044	75%

Customer support expenses for the year ended December 31, 2020 were \$1.82 million compared to \$1.04 million for the year ended December 31, 2019, an increase of \$0.78 million or 75%. This growth was primarily due to an increase in hiring and the associated compensation expenses of \$0.72 million.

Security and Wallet Operations Expense

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
Security and wallet operations expense	\$3,517	\$2,578	36%

Security and wallet expenses for the year ended December 31, 2020 were \$3.52 million compared to \$2.58 million for the year ended December 31, 2019, an increase of \$0.94 million or 36%. This growth was primarily due to an increase in cloud infrastructure services expenditures of \$0.67 million and in hiring and the associated compensation expenses of \$0.28 million.

General and Administrative Expense

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
General and administrative expense	\$3,802	\$2,235	70%

General and administrative expenses for the year ended December 31, 2020 were \$3.80 million compared to \$2.24 million for the year ended December 31, 2019, an increase of \$1.56 million or 70%. This growth was primarily due to an increase in hiring and associated compensation expenses of \$1.00 million and an increase in legal and professional services expenditures of \$0.69 million. The growth was also due to increases in equipment expense of \$0.06 million as well as increases in technology subscriptions and employee programs of \$0.08 million. Partially offsetting these increases was a reduction in recruiting expenses of \$0.19 million, travel expenses of \$0.04 million and bank charges and fees, including credit card rebates of \$0.04 million.

Advertising and Marketing Expense

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
Advertising and marketing expense	\$1,081	\$569	90%

Advertising and marketing expenses for the year ended December 31, 2020 were \$1.08 million compared to \$0.57 million for the year ended December 31, 2019, an increase of \$0.51 million or 90%. This growth was primarily due to an increase in hiring and associated compensation expenses of \$0.25 million and an increase in marketing expenses of \$0.41 million. Partially offsetting these increases was a decrease in promotional items and other advertising expenditures of \$0.15 million.

[TABLE OF CONTENTS](#)**Depreciation and Amortization**

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
Depreciation and amortization	\$736	\$103	615%

Depreciation and amortization expenses for the year ended December 31, 2020 were \$0.74 million compared to \$0.10 million for the year ended December 31, 2019, an increase of \$0.63 million or 615%. Fixed asset increases were driven by equipment purchases associated with additional headcount as well as a \$0.26 million purchase of company vehicles. Depreciation expense increased by \$0.04 million and amortization expense increased by \$0.59 million.

Impairment of Digital Assets

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
Impairment of digital assets	\$2,430	\$1,738	40%

Impairment of digital assets increased by \$0.69 million for the year ended December 31, 2020 as holdings of digital assets increased and price volatility increased during the market turbulence associated with the COVID-19 pandemic.

Gains on Sale or Transfer of Digital Assets

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
Gains on sale or transfer of digital assets	\$5,017	\$3,118	61%

Gains on digital assets increased by \$1.90 million for the year ended December 31, 2020 as digital asset prices generally appreciated at a greater rate in 2020 versus 2019.

Interest Income

	For the year ended December 31,		Percent Change
	2020	2019	
	(amounts in thousands)		
Interest income	\$80	\$55	45%

Interest income increased by \$0.02 million for the year ended December 31, 2020 due to increased yields on certain holdings.

Liquidity and Capital Resources**Sources of Funds**

Exodus has funded operations almost entirely through API Fee revenues.

The following table summarizes Exodus's cash flows for the periods indicated:

	For the year ended December 31,	
	2020	2019
	(amounts in thousands)	
Net cash provided by (used in) operating activities	\$ 2,668	\$(2,409)
Net cash used in investing activities	\$(2,043)	\$(1,169)
Net cash provided by (used in) financing activities	\$(1,386)	\$ 220

Net cash provided by operating activities for the year ended December 31, 2020 was \$2.7 million. Net income of \$8.2 million offset by a \$4.2 million increase in digital assets were the primary drivers of the change.

TABLE OF CONTENTS

We also saw an increase of \$5.0 million in current assets primarily due to the \$2.8 million prepayment of various expenses in late 2020, which was offset by non-cash stock-based compensation of \$1.3 million and changes to accounts payable and income tax payable of \$0.69 million, \$0.91 million in deferred tax asset, and \$0.74 in depreciation and amortization.

Net cash used in operating activities for the financial year ended December 31, 2019 was \$2.4 million. We used \$1.2 million of cash to capture significant discounts on our cloud hosting services in December 2019. Additionally, our digital assets increased \$2.2 million. This was offset by non-cash stock-based compensation of \$1.3 million. Approximately \$0.6 million of cash was used for 2018 income tax.

Net Cash from Investing Activities

Exodus's investing activities have consisted primarily of purchases of fixed assets and the creation of internal use software. Net cash used by investing activities for the year ended December 31, 2020 was \$2.0 million. This consisted of a \$0.14 million purchase of PP&E, as well as \$1.9 million of internal use software.

Net cash used by investing activities for the financial year ended 2019 was \$1.2 million. This consisted of a \$0.4 million purchase of PP&E, as well as \$0.8 million of internal use software.

Net Cash from Financing Activities

Exodus's primary financing activities for the periods covered was the use of a bank loan to purchase company vehicles and payments for deferred offering costs. In November 2020, this bank loan was paid off in full. Deferred offering costs total \$1.2 million as of December 31, 2020.

Material Capital Commitments

Exodus currently has no material commitments for capital expenditures.

Off-Balance Sheet Arrangements

Exodus did not have any off-balance sheet arrangements during any of the periods presented.

Critical Accounting Policies and Estimates

Exodus's management's discussion and analysis of our financial condition and results of operations is based on our consolidated financial statements, which have been prepared in accordance with GAAP. The preparation of these consolidated financial statements requires us to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the consolidated financial statements, as well as the reported revenue generated and expenses incurred during the reporting periods. Our estimates are based on our historical experience and on various other factors that we believe are reasonable under the circumstances, the results of which form the basis for making judgments about the carrying value of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates under different assumptions or conditions. We believe that the accounting policies discussed below are critical to understanding our historical and future performance, as these policies relate to the more significant areas involving management's judgments and estimates.

Revenue Recognition

We apply the provisions of ASC 606 to determine the measurement of revenue and the timing of when it is recognized. Under ASC 606, revenue is measured as the amount of consideration we expect to be entitled to, in exchange for transferring products or providing services to our customers, and is recognized when performance obligations under the terms of contracts with our customers are satisfied. ASC 606 prescribes a five-step model for recognizing revenue from contracts with customers: (1) identify contract(s) with the customer; (2) identify the separate performance obligations in the contract; (3) determine the transaction price; (4) allocate the transaction price to the separate performance obligations in the contract; and (5) recognize revenue when (or as) each performance obligation is satisfied.

TABLE OF CONTENTS

Exodus recognizes various charges to API providers which are based on user interactions conducted through APIs as revenue. Currently, we and/or our subsidiary have API agreements with providers of cryptocurrency-to-cryptocurrency exchanges, fiat-to-cryptocurrency conversions, cryptocurrency staking, and sports betting. We allow the providers to provide software services which permit a user of our un-hosted and non-custodial crypto asset software wallet to access the services of the provider through the APIs. Under the terms and conditions of the agreements, Exodus and the providers have integrated the APIs into the Exodus Platform. In consideration for the integration by Exodus of the APIs into the Exodus Platform software, exchange providers pay us an API fee for certain user interactions with API. These interactions are typically transactions of services between provider and a user, effected through the API.

For transaction-based API fees, the transaction price is allocated per qualified interaction between the provider and the user. As each interaction occurs, we recognize revenue. With the majority of our revenue being transaction-based, our revenue can vary significantly based on the type and number of interactions that occur each day. We believe that there will be additional demand for the API services in the future as a greater number of people begin to use cryptocurrencies. We anticipate that proceeds from the API fees, if and when recognized as revenue under our current accounting policy (or if and when recognized as revenue under an appropriate future accounting policy) will continue to generate the majority of our revenue for the foreseeable future.

For non-transaction-based API fees, we recognize revenues based on performance obligations in the underlying contracts having been identified, priced, allocated, and satisfied. No non-transaction-based fees were recognized until July 2020.

Value of Crypto Assets

In December 2019, the Association of International Certified Public Accountants (“AICPA”) produced a nonauthoritative practice aid titled, “Accounting for and auditing of digital assets.” The practice aid discusses initial classification, ongoing valuation and measurement, as well as sales of digital assets.

There is also no currently authoritative literature under GAAP that specifically addresses the accounting for crypto asset holdings, including digital assets like Bitcoin. We have determined that crypto assets should be classified as intangible assets with indefinite useful lives; as such, they are recorded at their respective fair values as of the acquisition date. We do not amortize intangible assets with indefinite useful lives. We review indefinite-lived intangible assets at least monthly for possible impairment. We recognize impairment on these assets caused by decreases in market value based upon quoted prices for identical instruments in active markets. In addition, indefinite-lived intangible assets are reviewed for possible impairment between annual tests if an event occurs or circumstances change that would more likely than not reduce the fair value of the indefinite-lived intangible assets below their carrying values.

We evaluated digital assets for impairment by using publicly traded prices of Bitcoin and other crypto assets in order to determine the fair value of digital assets. During 2020 and 2019, impairment charges of \$2.4 million and \$1.7 million, respectively, were recorded in our consolidated statements of operations and comprehensive income (loss).

TABLE OF CONTENTS

The table below outlines the value of our digital assets based on publicly available rates as well as the book value.

	Bitcoin (BTC)	
	As of December 31,	
	2020	2019
Units	694	513
Book Value (in thousands)	\$ 7,159	\$3,382
Market Value (in thousands) ⁽¹⁾	\$20,141	\$3,691

	Ethereum (ETH)	
	As of December 31,	
	2020	2019
Units	1,613	809
Book Value (in thousands)	\$ 498	\$ 64
Market Value (in thousands) ⁽¹⁾	\$1,190	\$105

	Other Digital Assets	
	As of December 31,	
	2020	2019
Units	21,688	17,869
Book Value (in thousands)	\$ 11	\$ 31
Market Value (in thousands) ⁽¹⁾	\$ 15	\$ 46

(1) Market rate represents a determination of fair market value derived from publicly available information.

Software Development Costs

We apply ASC 985-20, *Software—Costs of Software to Be Sold, Leased, or Marketed*, in analyzing our software development costs. ASC 985-20 requires the capitalization of certain software development costs subsequent to the establishment of technological feasibility for a software product in development. Software development costs associated with establishing technological feasibility are expensed as incurred. Technological feasibility is established upon the completion of a working model. Based on our software development process, the working model is almost immediately placed in service. As such, we have not capitalized any costs under ASC 985-20.

We apply ASC 350-40, *Intangibles—Goodwill and Other—Internal Use Software*, in review of certain system projects. These system projects generally relate to software not hosted on our Users' systems, where the User has no access to source code, and it is infeasible for the User to operate the software themselves. In these reviews, all costs incurred during the preliminary project stages are expensed as incurred. Once the projects have been committed to and it is probable that the projects will meet functional requirements, costs are capitalized. These capitalized software costs are amortized on a project-by-project basis over the expected economic life of the underlying product on a straight-line basis, which is typically three years. Amortization commences when the software is available for its intended use.

We account for website development costs in accordance with ASC 350-50, *Website Development Costs*. We capitalize internally developed website costs when the website under development has reached technological feasibility. We amortize these costs over an estimated life of three years.

BUSINESS

Overview of Our Business

Our mission is to ignite an exodus from the traditional banking system by empowering people to secure, manage and use their crypto assets. On December 9, 2015, we launched the Exodus Platform for holding and using their crypto assets, and every two weeks since our launch, we have released new updates that continued to develop, build on and improve the Exodus Platform.

We believe that crypto assets should be easy to use and easy to understand. Crypto assets have the potential to profoundly change the way society does business, manages its wealth and even looks at money itself—but unlocking these possibilities first requires that crypto assets be made accessible and engaging, without technical jargon or complexities obscuring the core features, benefits and uses of crypto assets.

We are relentlessly focused on delivering the best customer experience in the blockchain and crypto asset industry. We have built a platform that brings together a simple, elegant and intuitive interface with powerful functionality—including support for over 100 crypto assets, integrations with seven crypto-to-crypto exchanges and integrations with third-party applications, such as Compound Finance and SportX (both described below).

Our Industry

We operate in the financial technology subsector of the greater blockchain and crypto asset industry, and our customers are both experienced people and entities familiar with this technology and those new to financial solutions powered by blockchain technology and crypto assets. The following are descriptions of key technology used in our industry.

Blockchain Technology

Blockchain technology utilizes an open, distributed ledger managed by a peer-to-peer network to record transactions between parties linked to the blockchain. The Bitcoin blockchain, and other blockchains, such as those of Ethereum and Litecoin, can be thought of as public record books of crypto asset transactions. These record books are “decentralized” or stored on multiple computers around the world.

For example, the Ethereum Blockchain is a distributed public blockchain network focused on running the programming code of decentralized applications. These decentralized applications use self-executing contracts, also known as smart contracts, to seamlessly facilitate activities on the Ethereum Blockchain. The smart contracts on the Ethereum Blockchain are powered by Ether, the Ethereum Blockchain's native digital crypto asset, which is also traded as a crypto asset.

Accessing multiple blockchains and decentralized applications typically requires downloading complicated software specific to each blockchain. Additionally, access to these blockchains requires complicated configuration decisions that only technically skilled specialists can execute. Further, methods of storing and leveraging crypto assets are fractured across many different platforms and software systems, instead of being neatly organized in one location or hub. As a result, blockchain technology has a reputation for being difficult to access and use, and the current options for managing crypto assets do not provide integrated or seamless solutions.

Crypto Assets

Crypto assets are digital assets that exist on a particular blockchain and can be moved from one party to another party on that blockchain. There are different types of crypto assets, as some crypto assets represent stakes in a particular project, some add functionality to blockchain-based platforms, and some are intended to function like currencies, such as Bitcoin, and do not represent a stake in a particular project or company. Crypto assets are directly held by their owners and are immediately transferable, subject to applicable law.

There are six primary categories of crypto assets:

- Store of value crypto assets are primarily used to pay for goods and services and are often considered a substitute for gold, cash, or forms of electronic payment. Merchants have begun to accept these types of crypto assets as payment, although often the crypto asset is converted to a fiat currency, such as the U.S. dollar, immediately upon acceptance by the merchant. Examples of store of value and payment crypto assets are Bitcoin and Litecoin.

TABLE OF CONTENTS

- Crypto assets that comprise part of a blockchain economy or blockchain platform typically have more functionality than a payment currency. Blockchain economies permit the use of the crypto asset to create other digital assets, or tokens, run decentralized applications on the blockchain platform and build various types of functionality and features on the blockchain platform. Examples of crypto assets that are part of blockchain economies include Ether, EOS and TRON.
- Privacy coins are crypto assets created to focus on privacy and security. Privacy coin transaction details are typically encrypted, so that only the sender and receiver of the coins knows how many coins were involved in the transaction. In addition, the balance of a privacy coin wallet is known only to the owner of the wallet and is not able to be viewed on the public blockchain record. An example of a privacy coin is Monero.
- Utility tokens are digital tokens used solely to power or connect to a blockchain-based product or service. These crypto assets run on their blockchain platform but are only used to “pay for” or “power” products or services on that platform. Examples of utility tokens include Golem and Basic Attention Token.
- Stablecoins are crypto assets whose value is tied to some other asset so that the value of the stablecoin will not greatly fluctuate relative to the underlying asset. Different stablecoins have adopted different methods of stabilization. Examples of stablecoins are USDC and DAI.
- Certain crypto assets allow holders to interact with the crypto asset through “staking.” In doing so, the staker takes part in the crypto asset’s blockchain consensus mechanism and receives part of a reward for such participation. Third-party entities monitor staking pools or create their own so as to provide stakers with a controlled, safe environment to stake crypto assets and receive their rewards. An example of a crypto asset that can be staked is Tezos.

Each crypto asset is stored on that crypto asset’s particular blockchain. The blockchain used by each crypto asset keeps a record of which addresses on that blockchain hold the crypto asset and the amount of crypto assets each address holds. A private key is required to access the crypto assets held at any single address. Only the person with the private key can access the crypto assets at the associated address.

Private and Public Keys

In order to send crypto assets from a blockchain address, a private key is required to “unlock” those crypto assets. The private key will allow its holder to access and spend the crypto assets located at a particular blockchain address. Anyone who holds a private key can access the crypto assets located at that blockchain address. If the holder of the assets loses or gives someone their private key, their assets are at risk. Public keys identify a particular blockchain address, but do not enable that address to be unlocked. Instead, public keys act like a mailing address, so that a user can send a crypto asset to the “address” provided by the public key. Therefore, if one wants to receive crypto assets from someone else, one must give the other party their crypto address by giving the other party their public key.

Key Management Solutions: Custodial vs. Non-Custodial

The person or entity that holds the private key for a public wallet address controls the asset stored in that wallet. Private key management solutions generally fall into two broad categories, custodial and non-custodial key management:

- Custodial key management: In this structure, a company or platform generates the private keys for their customers and administers any and all funds sent to the addresses tied to those private keys. Custodial key management solutions become custodians of their customers funds and in that respect are extremely similar to centralized banks.
- Non-custodial key management: In this solution, a person or entity generates (using software or other means) and secures (often on their own computer or written down on a piece of paper) their own private keys and all funds are sent to the address tied to those private keys. Non-custodial key management solutions are not custodians of their users’ funds, but are merely repositories for the funds, similar to the way a physical safety box or leather wallet provides a means for people to secure their own wealth.

TABLE OF CONTENTS

While today the majority of people use custodial key management solutions, we believe that custodial key management solutions serve merely as a temporary bridge between traditional institutionalized financial systems and the financial freedom offered by complete non-custodial control over one's crypto assets.

Blockchain-based Financial Technology

Clunky interfaces, long clearance times for transactions and an inability to control one's own assets are hallmarks of the traditional banking system. While the traditional banking system does offer protection against hacking through devices such as FDIC insurance, banks are always answerable to governments or other powerful actors, who retain the ability to freeze or take control of a customer's bank assets. Moreover, even if banking services or similar services such as custodial wallets could be trusted, their interfaces are cumbersome to use and are still subject to various archaic restrictions—for example, no services offered during the evening, weekends or on bank holidays. When these institutions are offline, customers cannot get customer support, make transfers, trades or payments and must wait for earlier transactions to clear. As a result, customers must rely on antiquated institutions that operate on limited and often inconvenient schedules, while hoping that these institutions can be trusted to hold a customer's assets, instead of being able to manage their own assets on their own schedule.

Non-custodial holding of crypto assets offers consumers a payment option that does not rely on the traditional banking system. We believe that, as more people become interested in and begin to hold crypto assets, they will look for new ways to interact with their crypto assets. Crypto assets have significant advantages over traditional fiat currency, particularly when used on non-custodial platforms. Unlike fiat currency held in traditional banks, crypto assets on non-custodial platforms are designed to be available at all times. A non-custodial system is designed not to have limited operating hours, restrictions on when markets open and close, or bank holidays. Crypto assets can also be transferred in real time, as the underlying technology is designed to avoid lengthy settlement periods, and, if transactions complete successfully, crypto assets will always end up at the wallet address to which they are sent with a proof of receipt forever etched in the blockchain, which functions as a public ledger. Most importantly, holders of crypto assets control their funds. They do not need to rely on any bank or custodian entity to provide access to their own assets.

Wallets

Software-based technology allows users to manage their private keys that grant access to their crypto assets. This technology is known as a wallet. Wallets do not actually store crypto assets the way one might store a twenty-dollar bill in a physical leather wallet. Rather, the crypto assets remain stored at a particular blockchain address on the relevant blockchain, as described above in "*Private and Public Keys*," and wallets allow users to manage the private keys that grant access to the blockchain addresses where their crypto assets are stored.

There are two recognized categories of wallets: hot wallets and cold wallets. Hot wallets are connected to the internet in some way. They typically reside on a website, desktop, or inside a mobile phone, with the holder's private keys stored digitally. Typing one's private key into a hot wallet will "unlock" the crypto assets stored at the address identified by the private key and the user can then access the crypto assets. Cold wallets are physical devices, not connected to the internet, that store the holder's private keys. Generally, crypto assets stored in hot wallets are more easily accessible, but hot wallets are susceptible to being hacked and therefore are considered a less secure wallet. The downside to using cold wallets is that they are not as easily accessible, and so are typically used only for long-term storage of crypto assets.

While there are a variety of wallets available to manage the private keys that govern crypto asset holdings, many of them have serious design and functionality issues. Often wallets have clunky and cumbersome interfaces, better suited to people very familiar with coding and computer processing than to consumers who want a straightforward, easy-to-use interface. In addition, many wallets do not cover a sufficiently wide variety of crypto assets, thereby requiring customers to maintain different wallets for different crypto assets. For wallets that offer services such as the exchanging of one crypto asset for another, these services may be clunky and difficult to use. Finally, and most significantly, wallets are often maintained as centralized exchanges, where the company that controls the technology of the wallet holds onto the private keys, thereby giving the wallet creator control over the funds that can be accessed with those private keys.

Our Solution — The Exodus Platform

We built the Exodus Platform to give our customers the power to quickly secure, control, and manage their digital wealth. Our platform allows our customers to store and access their crypto assets in a non-custodial,

TABLE OF CONTENTS

secure environment that only they control on their desktop and mobile devices while delivering a simple, elegant and intuitive experience. Our platform is intended to provide the trustworthiness of your bank's online portal without service windows and clunky interfaces, and the speed of centralized crypto exchanges without the risk of third-party custody – we aim to provide our customers with the best of both worlds in Exodus.

The Exodus Platform allows our customers to leverage the power of crypto assets in an easy and straightforward way, without compromising privacy or the security of their crypto assets. We accomplish this by:

- helping to ensure that our customers retain full control over the crypto assets held in their Exodus wallet by encrypting the private keys locally on our customers' own devices;
- streamlining customer set up process for transacting in over 100 crypto assets, as well as offering a range of wallet options to hold customers' private keys (including hot and cold wallets) so customers can quickly access the features they want without being distracted by unnecessary or confusing technical information;
- hosting and maintaining our own robust server infrastructure to ensure near 100% uptime, 24/7, for all crypto assets and services offered on our platform;
- integrating cutting-edge third-party apps seamlessly into our highly functional platform to provide our customers with a rich ecosystem of ways to use and manage their crypto assets, as well as providing us with potential additional avenues for monetizing our platform;
- producing reliable, straightforward information on our website and YouTube channel regarding blockchain cryptography, crypto assets and our platform that is relevant for both new and experienced crypto asset users;
- providing fast and smooth purchasing of crypto assets using fiat currency through Apple Pay on iOS devices (our customers can purchase up to USD \$500 of Bitcoin at the touch of a button, which is made available on their Exodus wallets immediately); and
- continually adapting and innovating the Exodus Platform to support our customers' ability to store other types of valuable assets, including personal information, traditional fiat currencies, and, potentially, traditional securities in tokenized form alongside other tokenized financial products in the future.

Our Growth Strategy

Key elements of our growth strategy include:

Continuing to Enhance Our Platform's Capabilities and Performance.

We continue to invest in product development to enhance the functionality and usability of the Exodus Platform. Our platform currently supports over 100 crypto assets, and we continue to explore enhancements that will allow users to leverage these assets to their benefit. We also continually seek out opportunities to improve our platform's user interface and user experience in order to promote customer engagement and increase the attractiveness of our platform. For example, we have implemented the use of payment "usernames" so that customers can send or receive crypto using an address as simple as a Twitter handle instead of a 58-character string of letters and numbers.

Integrating a robust onramp to bridge our customers' legacy financial systems with opportunities available through the Exodus Platform.

We believe that, over time, traditional financial assets, services, and experiences will migrate to using blockchain technology. We also believe that people and entities will want the flexibility to keep their wealth in crypto assets, particularly Bitcoin, Ethereum and stablecoins, instead of only keeping wealth in fiat currencies. Currently, products do exist to permit customers to migrate from fiat currency to crypto assets; however, they are often slow, contain software bugs, and require customers to fill out lengthy and repetitive know-your-customer and anti-money laundering questionnaires. In addition, these products are not cross-compatible, meaning that if a customer wants to use services on two separate platforms requiring similar identity documents, the customer will need to enter the same information twice. On the Exodus Platform, customers will have the option to encrypt and

TABLE OF CONTENTS

store their identity documents alongside their private keys. Through our auto-fill solution, once a customer enters identifying information into the know-your-customer and anti-money laundering forms for one of our API providers, the customer will have the ability to automatically upload and send the information to any other API provider who requests that information. This allows our customers to enjoy a seamless and easy experience in the Exodus Platform, and allows our API providers to obtain the information they need to provide our customers valuable services.

Continuing to Grow Our App Store.

We operate a proprietary “app store” that hosts applications, or apps, which are developed by our third-party API providers and accessible through our platform. These apps currently include the following:

- The Exchange Aggregator allows users to swap one crypto asset for another within the Exodus Platform without having to send assets to and from centralized exchanges or trade across multiple order books. For example, if a customer wants to swap Digibyte for DASH inside of Exodus, this trade can be easily executed, while on a centralized exchange, a customer would have to trade Digibyte for Bitcoin and then Bitcoin for DASH. Through the Exodus Platform, customers can access the ability to directly exchange over 10,000 pairs of crypto assets.
- The Compound Finance app permits Exodus Platform customers to use an algorithmic smart contract protocol to earn interest (in the form of additional crypto asset tokens) on certain supported crypto assets held in their Exodus wallets.
- SportX allows users in certain jurisdictions outside of the United States and its territories to place wagers on select sporting events using a third-party smart contract protocol on the Ethereum Blockchain. SportX is only available to our customers outside the United States and its territories, in jurisdictions where online sports gambling is permitted by applicable law. All gambling activities conducted through SportX are operated by SportX’s developer, NextGen, and we do not set odds, place or accept bets, pay out winnings or otherwise facilitate, operate or manage any gambling activities conducted on SportX.
- Rewards allows users to “stake” supported crypto assets held in their Exodus wallets by participating in blockchain validation through a third-party entity that monitors or creates staking pools.

To encourage additional third parties to build apps for the Exodus Platform, we are developing what we believe will be a groundbreaking, secure method by which third-party API providers will be able to integrate their proprietary apps onto the Exodus Platform. Our goal is to allow new apps to seamlessly connect with our millions of customers in a visually beautiful and easy-to-use interface that risks no customer funds.

Offering Our Digital Format Common Stock.

We have developed the Exodus Platform to facilitate customers independently holding their crypto assets as an alternative to traditional centralized financial institutions. Once customers are able to easily hold their crypto assets, we seek to expand the opportunities for customers to manage and interact with those assets. As part of that goal, when we decided to sell shares of our Class A common stock in this offering, we chose to represent shares of our Class A common stock in digital format by our Common Stock Tokens. The Common Stock Tokens are a digital representation of how many shares of Class A common stock are owned by an individual or entity. Common Stock Tokens contain no voting, governance, economic or other rights, and cannot be traded independently of the Class A common stock. We are creating several apps in our app store to facilitate these Common Stock Tokens, and are exploring the possibility of offering versions of these apps for other companies who might also be interested in issuing their securities with a digital representation instead of a traditional stock certificate. For further information on our Common Stock Tokens and the new apps which we will add to our app store, please see “*Plan of Distribution.*”

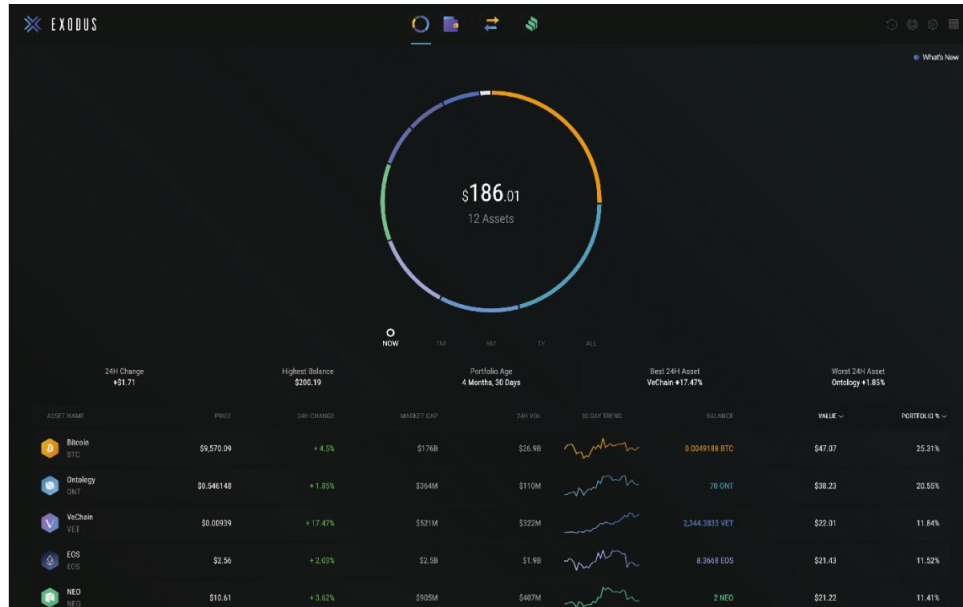
The Exodus Platform

The Exodus Platform provides an easy-to-use interface that enables our customers to manage their crypto assets on their desktop computers and mobile phones or transfer their assets to physical storage devices such as Trezor for added security. The Exodus Platform is non-custodial, meaning that our customers’ private keys are encrypted locally on their own devices and Exodus can never access or take control of our customers’ funds.

TABLE OF CONTENTS

Since the creation of the Exodus Platform, we estimate that we have had approximately 1.25 million users with funded wallets across our desktop and mobile platforms. We offer the desktop version of the Exodus Platform to customers as a free download. We derive our revenues from API integration fees (both transaction- and non-transaction-based) that we charge to third parties who develop applications that our customers can access from the Exodus Platform through an API.

Each crypto asset within the desktop platform or mobile app will look and feel similar so that customers have the same experience sending and receiving any crypto asset. For some crypto assets, the platform has advanced options allowing customers to customize how they experience that specific crypto asset. Within each crypto asset there is a display for the balance of the crypto asset and the current fiat balance of that asset. From the wallet, customers can send crypto assets in one click by scanning a QR code or pasting an address. Customers can similarly receive crypto assets by scanning their unique QR code or address. The simplicity of the design allows even those who are new or unfamiliar to crypto assets to easily send or receive assets securely.



To access a specific crypto asset in either the desktop or mobile versions, a customer must enable the asset. Enabling an asset will add it to the customer's portfolio so that they can view its market information, send and receive the asset, and exchange the asset. Certain crypto assets may be enabled by default.

Every two weeks we deliver updates across the Exodus Platform. This allows us to continue to provide a secure, exciting and well-designed crypto experience for our customers. Customers who would like to have access to their Exodus Platform on their mobile phone and desktop can sync the two wallets by scanning their unique QR code within their desktop wallet from their mobile phone. After a quick update on the phone, the two products will be synced so that any changes show up simultaneous in both products.

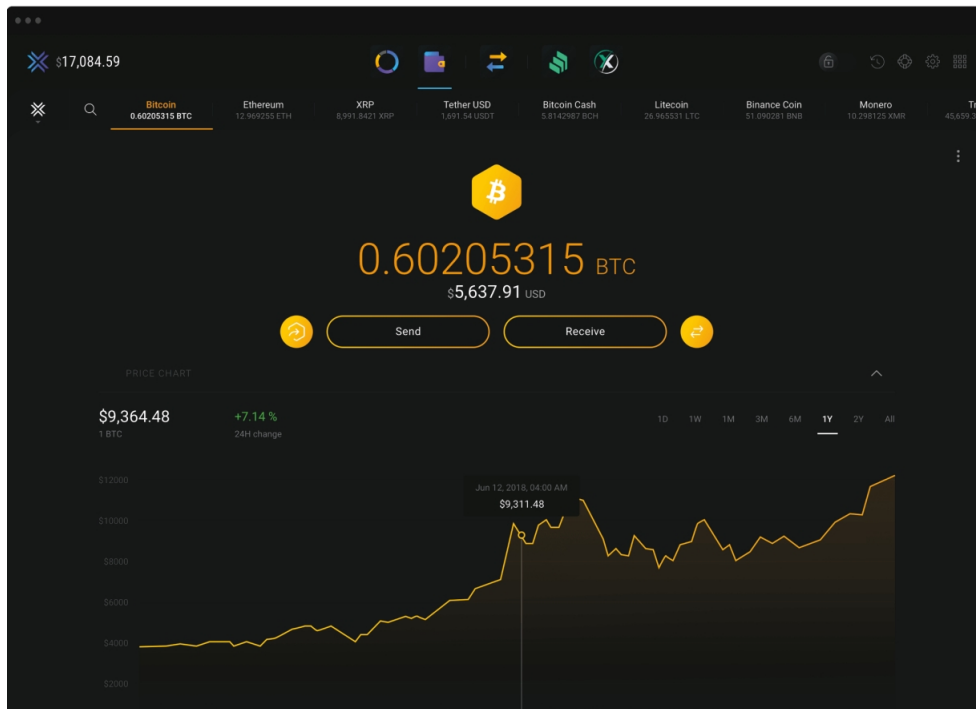
We provide online self-help information and 24-hour customer support via email to address and answer customer questions quickly and efficiently. Customers can access our support team at any time, or review our hundreds of support articles, some of which are ranked by Google and appear on the first page of a Google search for the relevant term. If more support is needed, our customers can write us an email and we will either provide a written response or hold a live audio- or video-call to troubleshoot the issue. In addition, customers can send an optional Safe Report, a tool we developed to help us pinpoint technical issues without compromising security, through the mobile app to provide troubleshooting details to our team. Because we are a fully remote company, with team members around the world, we are able to provide seamless around-the-clock support for our customers.

[TABLE OF CONTENTS](#)

Our desktop platform

Our desktop platform was first released in December 2015 to address an underserved market opportunity by allowing customers to access advanced wallet technology on the desktop. From February 2020 through January 2021 our website averaged approximately 281,000 visitors per month, with a ratio of visits to unique clicks to download the desktop platform of 20%. As of January 31, 2020 we had a cumulative total of over 1.2 million unique clicks on our website to download our desktop platform. In 2020, approximately 45% of people who downloaded our desktop platform have activated it, resulting in 354,000 new customers. We have continually achieved this ratio with extremely limited marketing spend. A customer can easily download the desktop version of the Exodus Platform from our website, open the desktop wallet once downloaded and immediately begin managing crypto assets, with no registration or log-in information required.

To access their active crypto asset wallets, customers go to the wallet tab on the left column of the desktop platform. Customers can then easily search for the wallet of a particular crypto asset by using the search function, and within the wallet for a crypto asset, send and receive the particular asset to or from others by using the individual QR code or wallet address. The wallets for each crypto asset are designed so that customers can have a seamless experience as they toggle between crypto assets without any confusion.



The platform also provides important information for customers regarding market data and the performance of the assets they hold, as well as a full transaction history in each crypto asset. From the portfolio tab of the home screen, a colorful ring graphically displays a portfolio breakdown by asset of all holdings in the wallet. The portfolio page also provides details that help a customer gauge the overall performance of their wallet, such as a 24-hour change section displaying the overall daily gains and losses, the wallet's highest balance, the age of the portfolio, and the best and worst performing assets within the portfolio. Below the portfolio details for the wallet, there is a display of live market data for each asset enabled within the wallet. The transactions tab displays the wallet's transaction history in one place. Transactions can be filtered by type (e.g. sent or received) and by the identity of the individual asset itself. Clicking on a specific transaction reveals more details about it:

TABLE OF CONTENTS

for example, the transaction ID becomes viewable as a link. Clicking the link then allows the customer to view that transaction as it is recorded on the blockchain. Our mobile platform provides a similar experience for customers to view a breakdown of their portfolio and transaction history.

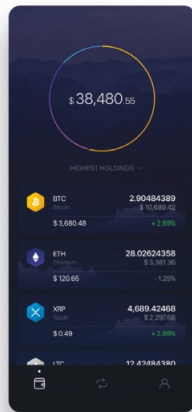
To update the desktop wallet as our biweekly update is released, customers simply click on the banner notification. Clicking this banner easily allows our wallet holders to stay up to date with the latest Exodus developments. While our product does not require registration or login information, a backup process provides customers with a 12-word secret phrase, allowing the customer to regain access to the funds in their wallet in the event that their desktop computer crashes, is lost, or is stolen.

Customers can also connect their Trezor hardware wallet to the desktop platform. The Trezor hardware wallet is an external device that allows users to manage crypto assets with the security provided by storing the crypto assets offline. The Trezor wallet connects seamlessly to Exodus software, so that crypto assets can be stored on and traded directly from the Trezor hardware wallet through the Exodus Platform interface.

Our mobile platform

The mobile version of our Exodus Platform is available on both iOS and Android platforms, and seamlessly syncs with the Exodus Platform desktop software so that transactions are completed in seconds and mirrored on the desktop platform. The mobile Exodus Platform has been downloaded approximately 1,600,000 times since its release in 2019. Since January 2020, approximately 373,000 customers activated the platform after downloading the mobile app, an activation rate of 30%. We offer the mobile version of the Exodus Platform to customers as a free download. As with the desktop version of the Exodus Platform, we derive our revenues from API integration fees (both transaction- and non-transaction-based) that we charge to third parties who develop applications that our customers can access from the Exodus Platform through an API.

The mobile app allows customers to manage their crypto assets with built-in security, including the mobile security of face or fingerprint scanning. As on our desktop platform, we encrypt private keys and transaction data to support customers' data privacy. Customers rarely have to manage or deal with the complex technicalities of blockchain-based crypto assets. Instead, our customers quickly and seamlessly deploy and interact with their crypto assets, while we and our API providers manage the complicated technology behind the scenes.



Unique to our mobile platform, in many jurisdictions iOS users can buy Bitcoin with fiat currency using Apple Pay. This functionality is provided by Wyre Payment, Inc (“Wyre”). Our API agreement with Wyre is consistent with API agreements we have entered into with our third-party app providers. Our agreement with Wyre states that Wyre will receive a transaction fee from each customer. For U.S. customers, Wyre receives a transaction fee equaling 2.9% of the amount charged to the customer in the transaction plus \$0.30 per transaction, and for non-U.S. customers Wyre receives a transaction fee equaling 3.9% of the amount charged to the customer in the transaction plus \$0.30 per transaction. Wyre must pay us a referral fee of 1.00% per

TABLE OF CONTENTS

transaction for all transactions engaged in by U.S. customers. Wyre pays these referral fees to us on a monthly basis. Although the referral fee is calculated in U.S. dollars, we receive payment in Bitcoin, based on the U.S. dollar value of Bitcoin on the date of payment. During the year ended December 31, 2020, 100% of referral fees were paid in Bitcoin, 0% in other digital assets and 0% in U.S. dollars. We do not receive any referral fee for transactions engaged in by non-U.S. customers. The term of our agreement with Wyre is one year and the agreement automatically renews for one-year terms unless written notice of the intent not to renew is provided at least thirty days prior to the expiration of the then-current term. Either party may terminate the agreement at any time upon sixty days written notice, and either party may also immediately terminate the agreement in the event of a breach of law or uncured breach of contract by, negligence, recklessness or willful misconduct by, or the bankruptcy of the other party, or if the API integration becomes prohibited by applicable law.

Similar to our desktop platform, customers can send, receive and exchange crypto assets within the mobile platform. Customers can also view the details of their entire portfolio, view all wallet activity including deposits, exchanges, and withdrawals, and view the status of any transaction by opening the order history drawer in the exchange section of the wallet.

Our App Offerings

Exodus began as a crypto wallet, with the main purpose of allowing customers to store crypto assets. Going forward, we believe that as crypto assets become more widely used, consumers will desire to have more functionality with their crypto assets. In 2020, we began to work with third parties to develop applications (“apps”) that will provide additional functionality for our customers. These apps allow our customers to interact with and use their crypto assets in new ways. Our first integrated application was the Exchange Aggregator, allowing customers to exchange one crypto asset for another crypto asset without leaving the Exodus Platform. As of December 31, 2020, our customers have exchanged approximately \$3.5 billion of crypto assets. Building on the success of the Exchange, we are now creating what we intend to be one of the most dynamic fintech-focused blockchain-based app stores.

Developing the crypto asset app store has allowed us to diversify our revenue streams, so as to not rely solely on the Exchange Aggregator as our primary revenue source. Each new app provides us with an opportunity to monetize user transactions involving crypto assets held in the Exodus Platform through commissions, subscription fees or other means. The Exchange Aggregator typically appeals to our customers who seek to take advantage of crypto market volatility and the movement of crypto asset prices. When the crypto markets are volatile, more customers want to exchange their crypto assets and, as a result, we receive more revenue from the Exchange Aggregator. When the crypto markets are less volatile, customers may be less inclined to exchange their crypto assets. The development of apps allows us to diversify our customer base, expand our product offerings and maintain more than one source of revenue. We believe that apps will be essential in bringing crypto assets into mainstream use, and exposing our customer base to crypto apps directly within the wallet will increase engagement and encourage them to continue using our products.

Each app in our app store is created using an API, which connects the Exodus Platform to a third-party server or third-party smart contract. An API is a shared connection through which the user of the app and the provider of the app’s functionality exchange information. This information allows the provider’s software to be accessed through the Exodus Platform. Customers of the Exodus Platform may send or receive information from the provider through the API. We build the interface for each app that appears in the Exodus Platform, but the app’s actual functionality is created and provided by one of our third-party providers, and our API agreements with our third-party providers govern the various aspects of that functionality. Our app integrations are currently prioritized based on our API providers’ readiness and design flexibility. We require providers that can meet both our technical and design requirements. When determining whether to integrate an app into our platform, one of our top priorities is ensuring a consistent, high quality customer experience by maintaining the Exodus interface and the ease of use that our customers expect from Exodus products. We also provide support for Exodus Platform concerns related to the applications.

We enter into API agreements with these third-party app providers, and the API agreements typically require the API provider to pay us certain fees in connection with the use of the API. These fees are paid in U.S. dollars, Bitcoin and other crypto assets. The majority of these payments are made in Bitcoin. The fiat currency value of all payments received in any form of crypto asset is calculated immediately upon receipt of the payment. The value of crypto asset payments received by Exodus are calculated in U.S. dollars and the value of crypto asset

TABLE OF CONTENTS

payments received by Proper Trust are calculated in Swiss francs. We calculate the value of the crypto asset payments into either Swiss francs or U.S. dollars based on publicly available pricing information provided by reputable public sources.

Upon receipt of payments from our third-party app providers, payments made in U.S. dollars are left in U.S. dollars. Payments made in Bitcoin are left in Bitcoin, but each month, we convert a portion of our Bitcoin holdings into U.S. dollars, with a general target of ensuring that half of our total cash holdings are held in Bitcoin and the other half in U.S. dollars. Payments made in a crypto asset other than Bitcoin are generally fully converted into Bitcoin upon receipt of the payment. When converting crypto assets to U.S. dollars, we use various markets, including over-the-counter desks that source liquidity from multiple exchanges.

The agreements with our API providers include representations by the API provider that it has all licenses, franchises, permits and other governmental authorizations that are legally required to enable it to conduct its business. In addition, our website terms of use stipulate that users of the users of the Exodus Platform are responsible for ensuring that any actions taken on the platform are done in compliance with U.S. and international securities laws. For additional information regarding potential risks we may experience due to actions by the API providers, our users or other third-parties, please see *“Risk Factors—Customers or third-party activities may subject us to liability or cause us to experience adverse political, business, and reputational consequences with customers, employees, third parties, government entities, and others”* and *“Risk Factors—Risks Related to Regulation.”*

Our ability to monetize each application, and the method by which we do so, will vary depending on the specifications of the application. We may not enter into API agreements with API providers who do not pay us fees in connection with the use of the API. In addition to exchange aggregation, we have currently integrated two applications into the Exodus Platform. Currently, exchange aggregation is offered on both desktop and mobile platforms, while our other applications are currently offered only on the desktop platform. Those apps, described below, provide examples of the many possibilities for the future of the app store within our crypto wallet.

During 2020, three API providers individually generated \$8.1 million, \$4.5 million and \$5.8 million in revenues, representing in the aggregate approximately 86% of our total revenues during 2020. Our revenue in 2020 was derived primarily from non-U.S. jurisdictions, with 91% attributable to the APAC region, 5% attributable to EMEA region, 3% attributable to United States, and 1% attributable to Other Americas region.

The following apps are currently available through our crypto app store:

Exchange Aggregator

Customers of the Exodus Platform on our desktop and mobile platforms can send, receive and exchange crypto assets. We were the second platform to provide an API service between a non-custodial wallet and a third-party crypto-to-crypto exchange, and the first platform to offer exchange aggregation as a seamless experience for customers. Customers using the Exchange Aggregator simply choose the crypto asset they would like to own, the crypto asset that they currently own that they want to swap, confirm that the amount of the new crypto asset they will receive is correct, and click a button. Their order is automatically routed to the API provider that will provide the best price to the customer for that particular pair of assets being swapped. The provider will process the order in under an hour and deliver the exact amount of the new crypto asset to the customer. As a result, our customer experience is significantly simpler than that found on other wallets and saves the customer time spent searching through centralized exchanges and orderbooks. Additionally, we have developed proprietary software that allows us to work with multiple exchange providers, allowing wallet customers to maximize liquidity, pricing, order fulfillment time, and operating time in a way that we believe our competitors cannot match.

Within the exchange function on either the Exodus desktop platform or mobile platform, customers can easily swap one crypto asset for another crypto asset that the Exodus Platform supports. Unlike existing swap services, there is no account registration or tedious copy and pasting of addresses required to make such an exchange. To make an exchange, customers select the amount of a particular asset they want to send or receive. Above the exchange button, the customer can see exactly how much they are sending and how much of an asset they can expect to receive. Once the customer clicks exchange, the rate is locked in and customers can expect the requested asset to be delivered straight to the wallet. The exchange history button displays details of current and past exchanges.

TABLE OF CONTENTS

Exodus does not operate any of the exchanges for crypto assets. Instead, we have integrated the exchange functionality into the Exodus Platform through API agreements with crypto-to-crypto exchanges. These agreements allow us to apply our streamlined interface to the functionality provided by third-party crypto-to-crypto exchanges, which provides users a more simplified process for exchanging crypto assets. The exchange function aggregates all of the exchanges with which we have agreements. When a customer initiates an exchange of crypto assets, the Exchange Aggregator through which the transaction will occur is determined by an algorithm on our platform which reviews the exchange rates offered by each exchange and selects the exchange with the best exchange rate. The exchange rates are updated every 30 seconds. Because of our streamlined approach to aggregating the exchanges and ensuring customers receive the best exchange rate, there is no need for customers to choose the specific exchange that will conduct their exchange. Customers will also be pushed to a specific exchange provider if there are jurisdictional limits that might prevent the customer from accessing other exchange providers.

We enter into API agreements with crypto-to-crypto exchanges that service users located in the United States and its territories. Our wholly owned Swiss subsidiary, Proper Trust AG, conducts our international operations by entering into API agreements with crypto-to-crypto exchanges that service non-U.S. jurisdictions. We do not have any other international subsidiaries or operations. With respect to crypto-to-crypto exchanges servicing users located in the United States and its territories, we have API agreements with n.Exchange, operated by Obron Corp, and Switchain, operated by Digital Assets Corporation. With respect to crypto-to-crypto exchanges servicing users located in non-U.S. jurisdictions, Proper Trust AG has API agreements with Changelly, operated by Fintechvision Ltd; ChangeHero, operated by Herofintechs Ltd; CoinSwitch, operated by Bitcipher Labs LLP; Fox, operated by Hyper Vision Ltd; n.Exchange, operated by Obron Corp; and Switchain, operated by Digital Assets Corporation.

API agreements with crypto-to-crypto exchanges that provide services to non-U.S. customers require our exchange API providers to pay us an API integration fee equal to two percent of the value of each transaction initiated through the Exodus Platform and routed through the provider exchange by our algorithm (the “**Exchange Integration Fee**”). The value of any given transaction is determined in Bitcoin and is based on the value of the crypto asset offered by a customer for exchange at the time the transaction is initiated, with payment due no later than two days after completion of the underlying transaction. Our API agreements with exchanges that provide services to U.S. customers provide for the payment of the Exchange Integration Fee for certain limited crypto assets, and also provide that, in addition to the Exchange Integration Fee received for certain limited crypto assets, we will also receive a flat monthly fee, ranging from \$66,500 to \$250,000 per month, regardless of actual transaction volumes. Such fees are payable to us in arrears twice per month. Our API agreements with crypto-to-crypto exchanges have indefinite terms and may be terminated by us or the counterparty exchange at any time upon seven days’ prior written notice. Either party may also immediately terminate the agreement in the event of a breach of law or uncured breach of contract by, negligence, recklessness or willful misconduct by, or the bankruptcy of the other party, or if the API integration becomes prohibited by applicable law.

Compound Finance

The Compound Finance app permits Exodus Platform customers to use an algorithmic smart contract protocol to earn interest (in the form of additional crypto asset tokens) on certain supported crypto assets held in their Exodus wallets. As of the date of this offering circular, DAI is the only crypto asset that is supported in the Compound Finance app.

Using the Compound Finance app, users can transfer DAI tokens into a token lending pool maintained by the Compound Finance smart contract protocol and, in exchange, receive cDAI smart contract tokens (“**cDAI**”). The Compound Finance smart contract protocol allows holders of cDAI to periodically receive additional cDAI, based upon a variable interest rate formula that is set forth in the smart contract protocol. Compound Finance permits users of the Compound Finance app to exchange their cDAI tokens back to DAI, thereby withdrawing their tokens from the Compound Finance token lending pool. No accounts are currently required for Exodus Platform users to use the Compound Finance smart contract protocol.

At this time, no revenue is earned by Exodus from the Compound Finance app, and we do not receive any fees or payments of any kind from the Compound Finance app. We have not entered into any agreement with the provider of the Compound Finance app. The Compound Finance app was the very first app we integrated into the Exodus Platform and we continue to support it as a benefit to our customers.

TABLE OF CONTENTS

SportX

SportX allows users outside the United States and its territories, in jurisdictions where sports gambling is permitted by applicable law, to place wagers on select sporting events around the globe (including e-sports) using a third-party smart contract protocol, which helps ensure that users' funds are protected and payouts are made on time. We believe users of SportX may adopt our future products at a higher rate than other users.

Within the SportX app, users can see a list of sporting competitions available for betting, place bets, view all current bets as well as the history of previous bets, and view their historical performance through key indicators such as total bets, win rate, and all-time profits and losses. Bets can only be placed using crypto assets held on the Exodus Platform—fiat currency cannot be used to place bets or receive winnings—and are held in escrow through SportX's smart contract protocol until a winner is determined.

SportX was developed and is operated by NextGen, a software company. Our wholly owned Swiss subsidiary, Proper Trust AG, and NextGen entered into an API agreement to integrate the SportX API into the Exodus Platform. The integration allows Exodus to apply our interface to SportX, a separate software application, and include the SportX logo on the Exodus Platform. Exodus personnel outside of the United States create, design, code and manage security for the user-facing end of the SportX application within the Exodus Platform, but are not involved in running the SportX platform or involved with the betting process. All gambling activities conducted through SportX are managed and operated by NextGen. We do not set odds, place or accept bets, pay out winnings or otherwise facilitate, operate or manage any gambling activities conducted on SportX. NextGen is the developer and operator of SportX, and Exodus provides a connection via an API to SportX so that Exodus customers in approved jurisdictions can access SportX through the Exodus Platform. In exchange for integrating the SportX API into the Exodus Platform, NextGen pays a monthly integration fee to Proper Trust AG equal to three percent of the net winnings in digital assets, if any, that a customer earns from the customer's gambling activities initiated through the API that connects the Exodus Platform to NextGen's SportX platform. During the fiscal year ended December 31, 2020, 0% of these fees were paid in Bitcoin, 100% in other digital assets (DAI), and 0% in U.S. dollars (as payments in U.S. dollars are not permitted under the terms of the API agreement with NextGen). The agreement between Proper Trust AG and NextGen has an indefinite term and may be terminated by either party, in whole or in part, for any reason, with ninety (90) days prior written notice. Either party may also immediately terminate the agreement in the event of a breach of law or uncured breach of contract by, negligence, recklessness or willful misconduct by, or the bankruptcy of the other party, or if the API integration becomes prohibited by applicable law.

Users of SportX must be located in a permitted jurisdiction. We limit the availability of SportX through the Exodus Platform by blocking IP addresses originating in jurisdictions which may prohibit the offering of online gambling to its residents or to any person within such jurisdiction ("**Prohibited Jurisdictions**") from using the application. We have also geo-blocked IP addresses originating in such jurisdictions so that the platform is inaccessible. We will use these processes to prevent potential users in Prohibited Jurisdictions from accessing SportX through the Exodus Platform and, pursuant to our agreement, NextGen has agreed that it will take substantially similar steps to block potential users from Prohibited Jurisdictions from using SportX. Additionally, we have separated the members on our team so that only those located in permitted jurisdictions may interact with and work on the SportX application. For example, customer service issues related to SportX involving an Exodus Platform issue will be routed to an Exodus employee in a permitted jurisdiction, and customer service issues related to the SportX platform itself will be routed to SportX and Exodus employees will not be involved in resolving the issue.

Rewards

The Exodus Rewards App connects its customers through an API with Everstake, an entity that allows Exodus customers to engage in "staking." By engaging in staking, customers can earn rewards from the blockchain on which the customer creates their "stake."

The concept of "staking" comes from the consensus mechanism called "proof of stake." All blockchains function by relying on miners who must validate the transactions written to the blockchain. In order to validate these transactions, miners use a consensus mechanism. There are different forms of consensus mechanisms, but they all require miners to engage in some form of activity to validate, or approve or disapprove, data and transactions before storing them. It is this action of validating transactions that makes a blockchain faultless. Blockchains that use the "proof of stake" consensus mechanism require their miners to create a "stake" of some

TABLE OF CONTENTS

amount of the crypto asset that is native to that blockchain, and then “lock” that stake by delegating the crypto asset to a wallet that participates in a staking pool. In general, the miner with the highest amount of staked crypto assets will serve as the validator for the next block on the blockchain, and receives a reward of some amount of that blockchain’s native crypto asset. Certain blockchains that use “proof of stake” permit other holders of the blockchain’s native crypto asset to permit miners to use some amount of the holder’s crypto asset for staking. If a miner uses the crypto assets of another holder and is chosen as the validator and receives a reward, the miner will give some of its reward to the holder whose crypto assets the miner used.

The technological process for allowing a miner to use another holder’s crypto assets is extremely complicated to undertake as an individual crypto asset holder. Therefore, Everstake has created a mechanism by which an individual holder of certain crypto assets that can be staked (currently Tezos (XTZ) or Cosmos (ATOM)) can permit Everstake to stake the holder’s crypto assets on the holder’s behalf. The holder retains full control and ownership of the crypto assets, and can unstake them at any time, and Everstake passes on to the holder any rewards earned by the holder’s stake.

Exodus has entered into an API agreement with Everstake, operated by Attic Lab LLC. Customers of the Exodus Platform will be able to access the Rewards app within the Exodus Platform, and delegate certain crypto assets, currently limited to Tezos (XTZ) or Cosmos (ATOM), to participate in staking and receive the resulting rewards. Exodus receives an API integration fee equal to four percent of the rewards, if any, that a customer earns from a staking transaction initiated through the Exodus Platform. The integration fee is paid to Exodus in the digital asset used by the customer to engage in the staking transaction, which is limited to Tezos (XTZ) or Cosmos (ATOM) or such other crypto asset as may be agreed to in writing by Exodus and Everstake. The term of the agreement is indefinite and may be terminated for any reason by either party upon seven days advance written notice. Either party may also immediately terminate the agreement in the event of a breach of law or uncured breach of contract by, negligence, recklessness or willful misconduct by, or the bankruptcy of the other party, or if the API integration becomes prohibited by applicable law.

Additionally, some blockchains, such as NEO and VeChain (VET), are designed to automatically generate additional, secondary tokens for distribution to holders, without the involvement of a third party like Everstake. For example, holders of NEO automatically receive tokens of GAS at a rate determined by the NEO blockchain. Likewise, holders of VeChain tokens automatically receive VeChain Energy (VTHO) tokens pursuant to a mechanism in the VeChain blockchain. In these cases, the Exodus Rewards App provides a convenient way for wallet holders to visualize the rewards attributable to their primary tokens.

Sales and Marketing

Our obsession with delivering the best customer experience and customer support for crypto assets has led to the majority of our customer acquisition coming from word-of-mouth. We have not invested in traditional marketing and advertising platforms, but instead have chosen to create high-quality content on our YouTube channel, proprietary blog, and bespoke landing pages. This content highlights crypto assets accessible on the Exodus Platform and ensures that customers have access to dynamic content that anticipates their questions, feeds their curiosities, and gives them an honest assessment of these crypto assets.

Our YouTube videos regularly attract thousands of viewers and often outperform content created by industry competitors, despite our competitors’ channels having more subscribers and developed marketing teams. Many of our bespoke landing pages currently appear on the first page of the relevant Google search, above content generated by our competitors. We believe our blog has wide readership, and our blog ranks first for a variety of competitive search terms on Google.

Product Development

Our product development teams focused on engineering and design obsessively gather customer feedback and incorporate it into the software updates that we release on a biweekly basis. Our commitment to these software updates enables us to respond to customer evaluations of our products on a rapid timetable, and consistently enhance the core functionality and usability of the Exodus Platform.

Intellectual Property

Our success depends in part upon our ability to protect and use our core technology and intellectual property rights. We rely on a combination of copyrights, trademarks, trade secrets, know-how, contractual provisions and confidentiality procedures to protect our intellectual property rights. We have registered “Exodus”

TABLE OF CONTENTS

as a trademark in the United States and other jurisdictions and we have filed other trademark applications in the United States. We are also the registered holder of a variety of domestic and international domain names that include “Exodus” – including, most importantly, “exodus.com.”

In addition to the protection provided by our intellectual property rights, we enter into proprietary information and invention assignment agreements or similar agreements with our employees, consultants, and contractors. We may also seek to patent our technology in the future.

Regulatory Environment

Various aspects of our business and service areas are subject to U.S. federal, state, and local regulation, as well as regulation outside the United States. Below is a summary of certain current areas of government regulation that apply to our business and potential regulatory issues of which we are aware. As discussed below, we generally believe that our business and the offering discussed in this offering circular are compliant with these regulations, but in certain cases there may be uncertainty related to that conclusion. These descriptions are not exhaustive, and these laws, regulations and rules frequently change and are increasing in number. For more discussion on regulations as applied to our business, see “*Risk factors—Risks Related to Regulation.*”

Securities Act Considerations

It is possible that certain crypto assets traded using our platform would be viewed as “securities” for purposes of state or federal regulation. Offerings of securities in the United States are required, under the Securities Act to either register with the SEC or to rely on an exemption from federal registration. Offerings of securities in the United States may also be required to register with applicable state regulators as required by state law. Should an offering of securities in the United States occur and the issuer of the securities has not registered the offering and has not performed the offering in reliance on an exemption from federal registration, under the laws of the United States such a security offering would be deemed illegal. Under the Securities Act, the definition of “security” is very broad and includes the concept of an “investment contract.” An investment contract is any financial transaction that fits within the “*Howey test*,” a four-factor test based on an analysis of the nature of the transaction and relevant caselaw. Certain crypto assets could fall into the *Howey* definition.

Our primary business is the operation of an interface that allows customers to trade crypto assets. We have engaged in a review process for the crypto assets available to be traded through the Exchange Aggregator on our platform, and based on that review process, we have created two separate fee structures for the exchanges connected to the Exchange Aggregator. We charge a monthly flat fee to exchanges on which U.S. persons trade tokens. For exchanges that do not deal with U.S. persons, or on which U.S. persons do not have the ability to trade tokens that could be considered securities, we may charge a percentage of assets exchanged. We may also charge exchanges on which U.S. persons trade tokens a percentage of assets exchanged for certain digital assets that we have determined are not securities. It is possible, however, that the SEC or another regulator could disagree with our position. If that were the case, it is possible that our receipt of compensation based on the percentage of crypto assets exchanged could be deemed to be the receipt of transaction-based fees for facilitating transactions in unregistered securities, and that we could be found to be facilitating or engaged ourselves and in violation of the federal and state securities laws. Any of these developments could have a negative effect on our business, financial condition and results of operations.

Exchange Act Considerations

Broker-Dealer Considerations

It is possible that our activities with respect to crypto assets would cause us to be viewed as a “broker” or “dealer” under federal or state law. Under the Exchange Act, a “broker” is a person engaged in the business of effecting transactions in securities for the account of others. The staff of the SEC has indicated that receiving commissions or other transaction-related compensation is one of the determinative factors in deciding whether a person is “engaged in the business” of being a “broker,” in part because this “salesman’s stake” in a securities transaction incentivizes the recipient to encourage transactions that may or may not be appropriate for the parties involved. Because for certain crypto assets we receive a percentage of the amount of crypto assets a customer exchanges through the Exchange Aggregator on our platform, if any of the crypto assets for which we receive such payment were deemed to be securities, we could be viewed as a broker based on our receipt of such compensation. More generally, our activities with respect to any crypto assets that are deemed securities could

TABLE OF CONTENTS

trigger the need for broker registration. We have engaged in a review process for the crypto assets available to be traded through the Exchange Aggregator on our platform, and based on that review process, we have created two separate fee structures for the exchanges connected to the Exchange Aggregator. We charge a monthly flat fee to exchanges on which U.S. persons trade tokens. For exchanges that do not deal with U.S. persons, or on which U.S. persons do not have the ability to trade tokens that could be considered securities, we may charge a percentage of assets exchanged. We may also charge exchanges on which U.S. persons trade tokens a percentage of assets exchanged for certain digital assets that we have determined are not securities. However, it is possible that the SEC or another regulator could disagree with our position. If that were to be the case, we may be required to change our compensation system or make other changes to our platform and business, which could have a negative effect on our financial position. We may also be required to register as a broker-dealer and comply with applicable regulations. Any of these developments could have a negative effect on our business, financial condition and results of operations.

Transfer Agent Considerations

It is possible that we could be viewed as a “transfer agent” for purposes of federal or state law. Under the Exchange Act, a transfer agent is a person who engages, with respect to securities registered under Section 12 of the Exchange Act, in (a) countersigning issued securities, (b) monitoring issued securities, with the goal of preventing unauthorized issuances, (c) registering transfers of issued securities, (d) exchanging or converting issued securities, or (e) transferring record ownership of securities by bookkeeping entry without physical issuance of securities certificates. Transfer agents are typically required to register with the SEC under the Exchange Act.

Because our platform allows customers to connect through APIs to exchanges that permit the transfer of crypto assets, it is possible that if any crypto assets traded through the connected exchanges were deemed to be securities, our activity as a platform connecting customers to those exchanges could result in the SEC or another regulator determining that we have acted as a transfer agent. We believe that the provision of a platform that provides a connection to an exchange through an API does not on its own result in the entity providing the platform being deemed to be a transfer agent; however, it is possible that the SEC or another regulator could disagree with our position. If that were the case, we could be forced to register as a transfer agent and comply with applicable law, which could lead to us experiencing significant costs and could force us to change or cease our operations. Any of these developments could have a negative effect on our business, financial condition and results of operations.

Clearing Agency Considerations

It is possible that the SEC could determine that we are a clearing agency for purposes of federal law. Under the Exchange Act, a clearing agency is any person who (a) acts as an intermediary in making payments or deliveries, or both, in connection with transactions in securities; (b) provides facilities for comparison of data respecting the terms of settlement of securities transactions, to reduce the number of settlements of securities transactions, or for the allocation of securities settlement responsibilities; (c) acts as a custodian of securities in connection with a system for the central handling of securities whereby all securities of a particular class or series of any issuer deposited within the system are treated as fungible and may be transferred, loaned, or pledged by bookkeeping entry without physical delivery of securities certificates; or (d) otherwise permits or facilitates the settlement of securities transactions or the hypothecation or lending of securities without physical delivery of securities certificates. A clearing agency does not include any person solely by reason of performing a transfer agent function, specifically transferring record ownership of securities by bookkeeping entry without physical issuance of securities certificates. Clearing agencies are generally required to register with the SEC and comply with applicable regulation.

Because we provide a platform that facilitates transfers in crypto assets through API connections to exchanges that permit the transfer of crypto assets, it is possible that we could be viewed as engaging in these types of activities. We have taken the position that we are not a clearing agency under the Exchange Act because the provision of a digital platform is not the type of activity described in the definition of a clearing agency. It is possible that the SEC or another regulatory agency could disagree with our position. If so, we could be forced to register as a clearing agency and comply with applicable law, which could lead to significant costs and could force us to change or cease our operations. Any of these developments could have a negative effect on our business, financial condition and results of operations.

TABLE OF CONTENTS

Exchange or ATS Considerations

It is possible that the SEC or another regulator could determine that we are an exchange or an ATS and require us to register and comply with applicable law. Entities that are engaged as “exchanges” or “ATSS” with respect to securities are subject to federal registration and significant regulatory oversight by the SEC and FINRA. Exchanges and ATSSs are generally networks that constitute, maintain, or provide a marketplace or facilities for bringing together the orders of multiple purchasers and multiple sellers of securities. A system “brings together” orders if it displays trading interests entered on the system to users (e.g., through consolidated quote screens) or receives orders for processing and execution. This does not include systems that have only one seller for each security (e.g., the issuer), even if there are multiple buyers.

Because we provide a platform that allows customers to access crypto asset exchanges through APIs, it is possible that we could be viewed as engaged in activities that would cause us to be deemed an exchange or ATS. We do not believe that the provision of a platform that provides connection to an exchange through an API constitutes the type of activity that is undertaken by an exchange. However, it is possible that the SEC or another regulator could disagree with our position. If so, we could be forced to register as an exchange or ATS and comply with applicable law, which could lead to significant costs and could force us to change or cease our operations.

Additionally, the exchanges we partner with could be found by the SEC to be illegally operating as unregistered exchanges or ATSSs and could require them to shut down. Any of these developments could have a negative effect on our business, financial condition and results of operations.

Privacy, data protection and data security regulations

We are subject to laws and regulations relating to privacy, data protection, and data security. These laws and regulations are evolving, may impose inconsistent or conflicting standards among jurisdictions, can be subject to significant change and may result in ever-increasing regulatory and public scrutiny and escalating levels of enforcement and sanctions. For example, in the European Union, the GDPR imposes stringent obligations relating to privacy, data protection, and data security, authorizes fines up to 4% of global annual revenue or €20 million, whichever is greater, for some types of violations. In the United Kingdom, a Data Protection Act that substantially implements the GDPR also became law in May 2018, and was further amended in 2019 to align it more closely with the GDPR. Further, on January 1, 2020, the California Consumer Privacy Act (“CCPA”) went into effect. The CCPA, among other things, requires covered companies to provide new disclosures to California consumers, and afford such consumers new abilities to opt-out of certain sales of personal information. The CCPA provides for civil penalties for violations, as well as a private right of action that may increase related litigation. Moreover, a new privacy law, the California Privacy Rights Act (“CPRA”), recently was passed during the November 3, 2020 election. The CPRA significantly modifies the CCPA, potentially requiring us to incur additional costs and expenses in an effort to comply with the new regulations before it begins enforcement in 2023. In addition, some countries are considering or have enacted legislation requiring local storage and processing of data that could increase the cost or complexity of operating our platform or providing services.

We also expect that there will continue to be new proposed laws, regulations and standards relating to privacy and data protection in various jurisdictions, and we cannot determine the impact such future laws, regulations and standards, or new or differing interpretations or patterns of enforcement of laws, regulations and standards, may have on our business.

Aspects of the GDPR, CCPA, and other laws, regulations, standards, and other obligations relating to privacy, data protection, and data security remain uncertain, and complying with these laws, regulations, and obligations, as well as new laws, amendments to or re-interpretations of existing laws and regulations, industry standards, and contractual and other obligations, may require us to undertake additional obligations and incur additional costs, modify our data handling practices, and restrict our business operations. It also is possible that these laws, standards, contractual obligations, and other obligations may be interpreted and applied in a manner that is, or is alleged to be, inconsistent with our data management practices, our privacy, data protection, or data security policies or procedures, the Exodus Platform or services. If so, in addition to the possibility of fines, lawsuits and other claims, we could be required to modify the Exodus Platform, or our platform or services, or

TABLE OF CONTENTS

make changes to our business activities and practices, which could adversely affect the Exodus Platform, and our business as a whole. We may be unable to make such changes and modifications in a commercially reasonable manner or at all, and our ability to develop new offerings and features, and to make uses of data, could be limited.

Any violations, or perceived violations, of laws, regulations, or contractual or other obligations relating to privacy, data protection, or data security could subject us to fines, penalties, and regulatory investigations and other actions, as well as to civil actions by affected parties. Any such actual or perceived violations could result in negative publicity and harm to our or our third-party API providers' reputations, as well as adversely affect our ability to expand our platform and its functionality and any associated services, which could have a material adverse effect on our operations and financial condition. Additionally, privacy, data protection, and data security concerns, whether valid or not valid, may inhibit market adoption and use of the Exodus Platform, particularly in certain industries and foreign countries.

Anti-money laundering, anti-bribery, sanctions, and counter-terrorist regulations

We are subject to anti-money laundering laws and regulations, including certain sections of the USA PATRIOT Act. We are also subject to anti-corruption laws and regulations, including the U.S. Foreign Corrupt Practices Act (the "FCPA") and other laws, that prohibit the making or offering of improper payments to foreign government officials and political figures and includes anti-bribery provisions enforced by the Department of Justice and accounting provisions enforced by the SEC. The FCPA has a broad reach and requires maintenance of appropriate records and adequate internal controls to prevent and detect possible FCPA violations. Many other jurisdictions where we conduct business also have similar anticorruption laws and regulations. We have policies and procedures designed to identify and address potentially impermissible transactions under such laws and regulations.

Our business activities are subject to various restrictions under U.S. export control and sanctions laws and regulations, including the U.S. Department of Commerce's Export Administration Regulations and various economic and trade sanctions administered by OFAC. The U.S. export control laws and U.S. economic sanctions laws include restrictions or prohibitions on the sale or supply of certain products and services to U.S. embargoed or sanctioned countries, governments, persons and entities, and also require authorization for the export of certain encryption items. In addition, various countries regulate the import of certain software and technology, including through import permitting and licensing requirements and have enacted or could enact laws that could limit our ability to distribute our software in those countries.

Although we take precautions to prevent our software and services from being accessed or provided in violation of such laws, we may have previously allowed our software to be downloaded by individuals or entities potentially located in countries or territories subject to U.S. trade embargoes, in violation of U.S. sanctions laws. After learning of these potential violations, we initiated an internal review, took remedial action designed to prevent similar activity from occurring in the future, and submitted a voluntary self-disclosure regarding the apparent violations to OFAC. If we are found to be in violation of U.S. economic sanctions laws, it could result in fines and penalties. We may also be adversely affected through reputational harm. Further, the controls we have implemented may not be fully effective and there is no guarantee that we will not inadvertently provide software or services to sanctioned parties in the future. The voluntary self-disclosure is currently under review by OFAC.

In addition, changes in our software, or future changes in export and import regulations may prevent our international users from accessing our software. Any change in export or import regulations, economic sanctions or related legislation, or change in the countries, governments, persons or technologies targeted by such regulations, could result in decreased use of our software by existing or potential international users. Any decreased use of our software or limitation on our ability to export our software would likely adversely affect our business, results of operations, and financial results.

Federal Money Services Business/State Money Transmitter Considerations

It is possible that we could be found to be a money services business at the federal level, and/or a "money transmitter" at the state level. Under the BSA and BSA implementing regulations adopted by FinCEN, all MSBs are required to (i) register with the U.S. Department of the Treasury through FinCEN; (ii) establish an AML program; and (iii) meet other recordkeeping and reporting requirements. MSBs include, among other businesses,

TABLE OF CONTENTS

a person providing “money transmission services,” which includes the “acceptance of currency, funds, or other value that substitutes for currency from one person and the transmission of currency, funds, or other value that substitutes for currency to another location or person by any means.” Because of the breadth of this definition, FinCEN regulations state that whether a person is a “money transmitter” is ultimately a “facts and circumstances” determination.

In addition to obligations at the federal level, virtually every U.S. state (and the District of Columbia) requires entities providing money transmission services to be licensed by the appropriate state agency responsible for the supervision of financial institutions. State laws regulating money transmission are not uniform, but generally define “money transmission” to include the receiving of money or monetary value for transmission or the transmitting of money or monetary value to a location within or outside the U.S. by any means.

FinCEN has provided limited guidance regarding the application of the BSA to activities involving crypto assets, and it is unclear whether our activities in regard to crypto assets could trigger a federal MSB registration requirement in and of itself. We believe that we do not meet the definition of a money transmitter because Exodus does not exercise “total independent control” over the value in our customers’ wallets. Exodus does not accept or transmit virtual currency on behalf of any customer, or otherwise act as an intermediary for exchange of currencies by taking possession of such crypto assets. If we were deemed to be an MSB, at the federal level, and/or a “money transmitter” at the state level, we could be subject to significant additional regulation, which could affect our business and operations.

Sports Betting

We are subject to certain laws and regulations regarding gambling and could be found in violation of such laws and regulations if our internal controls and systems were to fail. The gambling and sports betting industry is subject to extensive and evolving regulations that could change based on political and social norms and that could be interpreted in ways that could negatively impact our business. NextGen generally must maintain licenses with respect to its SportX app in order to continue operations, with its primary license to operate SportX issued by the Gaming Control Board of Curacao, Netherlands Antilles.

In the United States, the UIGEA prohibits among other things, the acceptance by a business of a wager by means of the internet where such wager is prohibited by any federal or state law where initiated, received or otherwise made. In addition, the Wire Act generally prohibits sports betting and the transmission of information related to sports betting via the internet if such betting and transmission of information crosses state lines. Moreover, many states within the United States prohibit sports betting, and where not prohibited, generally require those participating in sports betting within such state to maintain a license with the state’s applicable gaming authorities.

For these reasons, NextGen and Exodus have agreed that the SportX app and Exodus Platform shall (i) prohibit persons located in the United States and any of its territories from using the SportX app or the Exodus Platform in connection with the SportX app, (ii) include software restrictions to block persons located in the United States and any of its territories from utilizing the SportX app or the Exodus Platform in connection with the SportX app, (iii) only permit bets in the SportX app to be made by bettors in the form of crypto assets held in the cryptocurrency accounts of the bettors, (iv) only permit winnings to be paid out to bettors in the form of crypto assets that are sent over the blockchain directly to the bettor’s crypto asset account, and (v) take any and all other actions which may be necessary to ensure compliance at all times with U.S. laws concerning gambling and sports betting.

While we believe that we are in compliance in all material respects with all applicable sports betting regulatory requirements, there is no guarantee that the technical blocks we implement and which NextGen implements will be effective. These systems and controls are intended to ensure that our customers do not accept bets from end-users located in jurisdictions where the SportX app is not permitted, any failure of such systems and controls may result in violations of applicable laws or regulations. Any claims in respect of any such violations could have cost, resource, and, in particular if successful, reputational implications, and implications on our ability to retain, renew or expand our portfolio of licenses, and so have a material adverse effect on our operations, financial performance and prospects.

TABLE OF CONTENTS

Moreover, we cannot assure that our activities or the activities of our customers will not become the subject of any regulatory or law enforcement, investigation, proceeding or other governmental action or that any such proceeding or action, as the case may be, would not have a material adverse impact on us or our business, financial condition or results of operations.

Foreign Regulation Considerations

We may be subject to a variety of foreign laws and regulations that involve matters central to our business. These could include, for example, regulations related to user privacy such as the GDPR, blockchain technology, potential broker-dealer or exchange activities, data protection, and intellectual property, among others. Our Swiss subsidiary, Proper Trust AG, will be subject to Swiss corporate and privacy laws and regulations, and will be regulated by the Swiss State Secretariat for Economic Affairs, which is similar to OFAC (see above, “*Anti-money laundering, anti-bribery, sanctions, and counter-terrorist regulations.*”) In certain cases, foreign laws may be more restrictive than those in the United States. Although we believe we are operating in compliance with the laws of jurisdictions in which Exodus exists, foreign laws and regulations are constantly evolving and can be subject to significant change. In addition, the application and interpretation of these laws and regulations are often uncertain, particularly in the new and rapidly evolving industry in which we operate. As a result, crypto assets and blockchain technologies such as those we are involved in face an uncertain regulatory landscape in many foreign jurisdictions, including but not limited to the European Union, China and Russia. Other foreign jurisdictions may also, in the near future, adopt laws, regulations or directives that affect our business.

We have adopted policies and procedures designed to comply with the laws that apply to us as we understand them. However, the growth of our business and its expansion outside of the United States may increase the potential of violating foreign laws or our own internal policies and procedures. The risk of our Company being found in violation of applicable laws and regulations is further increased by the fact that many of them are open to a variety of interpretations given the absence of formal interpretation by regulatory authorities or the courts. This risk may also be increased by the fact that our business crosses jurisdictional lines, and we may not always be in control of all activities that occur on the Exodus Platform.

Any action brought against us by a foreign regulator or in a private action based on foreign law could cause us to incur significant legal expenses and divert our management’s attention from the operation of the business. If our operations are found to be in violation of any laws and regulations, we may be subject to penalties associated with the violation, including civil and criminal penalties, damages and fines; we could be required to refund payments received by us; and we could be required to curtail or cease operations. Any of these consequences could seriously harm our business and financial results. In addition, existing and proposed laws and regulations can be costly to comply with and can delay or impede the development of new products, result in negative publicity, increase operating costs, require significant management time and attention, and subject us to claims or other remedies, including fines or demands that we modify or cease existing business practices.

Any applicable foreign laws, regulations or directives may also conflict with those of the United States. The effect of any future regulatory change is impossible to predict, but any change could be substantial and materially adverse to the adoption and value of the tokens and our operations.

Potential Competitive Landscape

We pioneered and lead the market for non-custodial solutions for managing crypto assets. We believe that we provide the most comprehensive non-custodial solution, offering mobile and desktop products, the option to connect to a hardware wallet, a significant range of supported crypto assets, as well as functions such as our Exchange Aggregator and other apps. Since our founding, our competition has primarily been custodial solutions, such as the exchanges supported by well-known companies like Coinbase and Binance US. These exchanges tend to have greater name recognition and, as people are familiar with custodial products due to the traditional banking system, people may believe that custodial products offer more security and ease of use than non-custodial products.

We believe that due to security and technical risks associated with centralized or custodial services, crypto asset holders will continue to move towards non-custodial solutions. Recent activity showing that the number of Bitcoin held on crypto-to-crypto exchanges hit an 18-month low in May 2020 supports this strategy.

TABLE OF CONTENTS

Within the market for non-custodial wallet solutions, there are other companies that actively compete with us, offering various combinations of the features available on our platform. While leading exchanges, which have significant resources and brand power, have created non-custodial wallets, their focus continues to be on centralized crypto asset products. However, our market is relatively new, and our competitors have adapted and may continue to adapt their platforms to incorporate many of our features and design, as well as additional features or solutions.

We believe that the principal competitive factors in our market are:

- platform features, quality, functionality and design;
- product pricing;
- breadth of features offered by a platform;
- quality of customer support;
- security and trust;
- brand awareness and reputation;
- ease of adoption and use;
- accessibility of platform on multiple devices;
- customer acquisition costs; and
- range of supported crypto assets.

We compare favorably with our competitors on the basis of these factors. We expect demand for non-custodial solutions to continue to rise, based on recent market data. We believe that we are well-positioned to take advantage of this market opportunity.

Employees

As of February 26, 2021, we had the equivalent of approximately 115 full time employees (“FTEs”). Our FTEs are paid exclusively in Bitcoin. Our employees are paid exclusively in Bitcoin. We also contract with a professional employer organization, TriNet, which co-employs our employees. We and TriNet share and allocate responsibilities and liabilities. TriNet assumes much of the responsibilities and liabilities for the business of employment such as risk management, human resources management, benefits administration, workers compensation, payroll and payroll tax compliance. The Company retains the responsibility for hiring, terminating and managing its employees and operations. None of our employees are represented by a labor union or covered by a collective bargaining agreement. We have not experienced any work stoppages and we consider our relations with our employees to be good.

Our international personnel consist of approximately 80 independent contractors located in approximately 30 countries, including the following: Armenia, Australia, Barbados, Brazil, Bulgaria, Canada, the People’s Republic of China, Czech Republic, Germany, India, Italy, Japan, Jordan, Kosovo, Mexico, Philippines, Poland, Romania, Russia, the Kingdom of Saudi Arabia, Singapore, Slovenia, South Africa, Spain, Thailand, Trinidad and Tobago, United Kingdom, Ukraine, and Uruguay.

Facilities

We operate completely remotely and do not maintain a physical corporate headquarters. Our team members work remotely in 30 countries and 18 different states within the U.S. We may choose to procure physical space as we add employees and grow our organization. We believe that our remote working operations are adequate to meet our needs for the immediate future, and that, if necessary, suitable physical space will be available to accommodate any expansion of our operations.

Legal and Regulatory Proceedings

From time to time, we are involved in legal proceedings and subject to claims that arise in the ordinary course of business. Although the results of legal proceedings and claims cannot be predicted with certainty, we believe we are not currently party to any legal proceedings which, if determined adversely to us, would

TABLE OF CONTENTS

individually or taken together have a material adverse effect on our business, operating results, cash flows or financial condition. We may also pursue litigation to protect our legal rights and additional litigation may be necessary in the future to enforce our intellectual property and our contractual rights, to protect our confidential information or to determine the validity and scope of the proprietary rights of others.

From time to time, we are also involved in regulatory proceedings that arise in the ordinary course of business.

OFAC Administrative Subpoena

On or around December 7, 2018, we received an administrative subpoena (the “**Subpoena**”) issued by OFAC seeking information regarding potential transactions with individuals in Iran. We engaged in a full review of our systems and processes and responded to the Subpoena with a letter and set of documents that we considered responsive to the Subpoena on February 6, 2019, and supplemented the initial response with a second set of responsive documents on May 10, 2019. While the Subpoena only requested information in regard to Iran, we conducted a comprehensive review that covered all countries and territories subject to U.S. trade embargoes administered by OFAC. As a result of this review, we determined that we may have previously inadvertently allowed our software to be downloaded by individuals or entities located in countries or territories subject to U.S. trade embargoes (i.e., Cuba, Crimea, Iran, Syria, and Sudan (prior to October 12, 2017 when comprehensive sanctions against Sudan were revoked)), and submitted a voluntary self-disclosure regarding these apparent violations to OFAC, as discussed further in the Risk Factors section above. We submitted our final report of voluntary self-disclosure in July 2019.

The transactions identified in our response to the Subpoena and the voluntary self-disclosure consisted of free downloads of our un-hosted and non-custodial software wallet for cryptocurrencies and cryptographic assets. The disclosed transactions accounted for approximately 0.7 percent of all such downloads for the relevant time period (December 2015 through December 2018).

Since the receipt of the Subpoena, we have implemented a series of measures designed to ensure that we comply with applicable sanctions laws. These activities include: the establishment of sanctions compliance policies and procedures, providing compliance training to our employees; and implementing geo-blocking technology to block parties with IP addresses associated with embargoed countries and territories from accessing our software or services. We are continuing to cooperate with OFAC’s review of our response to the Subpoena and our voluntary self-disclosure, which is ongoing.

MANAGEMENT

Executive Officers and Directors

The following table provides information regarding our executive officers, significant employees and directors as of March 24, 2021.

Name	Age	Position	Term of Office⁽¹⁾
<i>Executive Officers and Directors</i>			
Jon Paul Richardson	37	Chief Executive Officer and Director	Chief Executive Officer: July 2016-present; President: July 2016-June 2019; Director: July 2016-present
Daniel Castagnoli	44	President and Director	Chief Financial Officer: July 2016-March 2019; Secretary: July 2016-June 2019; President: June 2019-present; Director: July 2016-present
<i>Executive Officers</i>			
Sebastian Milla	29	Chief Operating Officer	April 2019-present
James Gernetzke	45	Chief Financial Officer and Secretary	March 2019-present
Sean Coonce	40	Vice President of Engineering	May 2020-present
David Berson	56	General Counsel	February 2021-present
Sonja McIntosh	60	Vice President of Community Support	August 2019-present

(1) All terms of office are indefinite.

Executive Officers

Jon Paul Richardson, 37, has served as our chief executive officer and as a member of our board of directors since co-founding Exodus with Daniel Castagnoli in 2016, and previously served as our president from July 2016 until July 2019. Mr. Richardson holds a B.S. in electrical engineering and computer engineering from the University of Nebraska – Lincoln.

Daniel Castagnoli, 44, has served as our president since July 2019 and as a member of our board of directors since co-founding Exodus with Jon Paul Richardson in 2016, and previously served as our chief financial officer and secretary from July 2016 to March 2019. Before joining Exodus, Mr. Castagnoli designed experiences for Apple, BMW, Disney and Louis Vuitton.

Sebastian Milla, 29, has served as our chief operating officer since April 2019, and previously served as our Vice President of Business Development from August 2018 to April 2019, and as an Exodus community support engineer from January 2018 to August 2018. Before joining Exodus, Mr. Milla served as a program director in several New York City schools from August 2017 to December 2018. Prior to that, Mr. Milla served as a curriculum developer for the New Museum in New York City from January 2016 to April 2016. Mr. Milla holds a B.A. in world arts and cultures from the University of California – Los Angeles and an M.A. in arts education and community practice from New York University.

James Gernetzke, 45, has served as our chief financial officer since May 2019. Before joining Exodus, Mr. Gernetzke served as the chief financial officer of Banyan Medical Systems, Inc., a healthcare technology company, from February 2017 to May 2019. Prior to that, Mr. Gernetzke served as the director of finance at First Data Corporation from December 2015 to January 2017. Mr. Gernetzke is a registered CPA in the State of Illinois and holds a B.S. in accounting from Marquette University and an M.B.A. from Northwestern University Kellogg School of Management.

Sean Coonce, 40, has served as our vice president of engineering since May 2020. Before joining Exodus, Mr. Coonce served as the Engineering Manager of the Blockchain Team at BitGo from April 2018 to May 2020.

TABLE OF CONTENTS

Prior to that, Mr. Coonce served as the Director Of Engineering, Web at Guidebook Inc. from July 2016 to August 2018. Mr. Coonce has a B.S. in information technology from San Diego State University.

David Berson, 56, has served as our general counsel since February 2021. Before joining Exodus, Mr. Berson was a partner at Berson Law LLC. Mr. Berson has over 30 years of experience in business law, securities law, and financial institution law. Mr. Berson holds a J.D. from Columbia University School of Law.

Sonja McIntosh, 60, has served as the vice president of community support since August 2019. Before joining Exodus, Ms. McIntosh served as the Vice President of Customer Operations at Simple Finance from April 2018 to June 2019, where she was responsible for customer support and risk operations. Prior to that, Ms. McIntosh served as the Vice President of Operations at SoFi from April 2013 to July 2017.

Board of Directors

Jon Paul Richardson. See “—Executive Officers” for Mr. Richardson’s biographical information.

Daniel Castagnoli. See “—Executive Officers” for Mr. Castagnoli’s biographical information.

Board Composition and Risk Oversight

Our board of directors is currently composed of two members. The amended and restated certificate of incorporation and amended and restated bylaws to be in effect upon the completion of this offering provide that the number of directors shall be at fixed from time to time by resolution of the board of directors. There are no family relationships among any of the directors or executive officers.

Limitation of Liability and Indemnification

Our amended and restated certificate of incorporation and amended and restated bylaws provide for the indemnification of our directors and officers to the fullest extent permitted under the General Corporation Law of the State of Delaware (“**DGCL**”). In addition, our amended and restated certificate of incorporation provides that our directors shall not be personally liable to us or our stockholders for monetary damages for breach of fiduciary duty as a director to the fullest extent permitted by the DGCL and that if the DGCL is amended to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of our directors shall be eliminated or limited to the fullest extent permitted by the DGCL, as so amended.

As permitted by the DGCL, we expect to enter into separate indemnification agreements with each of our directors, officers and certain other employees that require us, among other things, to indemnify them against certain liabilities which may arise by reason of their status as directors, officers or employees. We also expect to obtain and maintain insurance policies under which our directors and officers are insured, within the limits and subject to the limitations of those policies, against certain expenses in connection with the defense of, and certain liabilities that might be imposed as a result of, actions, suits or proceedings to which they are parties by reason of being or having been directors or officers. The coverage provided by these policies may apply whether or not we would have the power to indemnify such person against such liability under the provisions of the DGCL.

We believe that these provisions and agreements are necessary to attract and retain qualified persons as our officers and directors. At present, there is no pending litigation or proceeding involving our directors or officers for whom indemnification is required or permitted, and we are not aware of any threatened litigation or proceeding that may result in a claim for indemnification.

COMPENSATION OF DIRECTORS AND EXECUTIVE OFFICERS**Summary Compensation Table**

The following table summarizes the compensation of the three highest paid persons who were our executive officers and directors during the year ended December 31, 2020 (our “**named executive officers**”):

Name and Principal Position	Year	Cash Compensation ⁽¹⁾	All Other Compensation	Total
John Paul Richardson <i>Chief Executive Officer, Director</i>	2020	\$307,358	\$—	\$307,358
Daniel Castagnoli <i>President, Director</i>	2020	\$313,588	\$—	\$313,588
James Gernetzke <i>Chief Financial Officer</i>	2020	\$225,000	\$—	\$225,000

(1) Amounts represent the payment of base salary and cash incentive bonuses paid upon completion of pre-determined tasks. Cash compensation is paid to our named executive officers in Bitcoin, with the U.S. dollar value of such Bitcoin determined by the prevailing U.S. dollar/Bitcoin exchange rate on the date of payment.

Employment Arrangements with our Named Executive Officers*Jon Paul Richardson*

Mr. Richardson does not have an employment letter agreement. Mr. Richardson’s current annual base salary is \$250,000 per year.

Daniel Castagnoli

Mr. Castagnoli does not have an employment letter agreement. Mr. Castagnoli’s current annual base salary is \$250,000 per year.

James Gernetzke

We entered into an employment letter agreement with Mr. Gernetzke in March 2019. Mr. Gernetzke’s employment letter arrangement has no specific term and provides that Mr. Gernetzke is an at-will employee. Mr. Gernetzke’s current annual base salary is \$200,000 per year.

Employee Benefit and Stock Plans

Option Awards. Our named executive officers are eligible to receive awards under our 2019 Equity Incentive Plan (the “**2019 Plan**”). Our board of directors adopted, and our stockholders approved, the 2019 Plan in September 2019. The Plan became effective as of its approval by our board of directors. The 2019 Plan permits the grant of incentive stock options to our employees and any parent and subsidiary corporations’ employees, and for the grant of nonstatutory stock options, restricted stock, restricted stock units, and stock appreciation rights to our employees, directors and consultants and any parent and subsidiary corporations’ employees and consultants.

Authorized Shares. Subject to the adjustment provisions of the 2019 Plan described below, a total of 1,500,000 shares of our Class B common stock are reserved for issuance pursuant to the 2019 Plan. Any shares of Class B common stock subject to an award under the 2019 Plan which for any reason expires, terminates or otherwise settles without the issuance of any common stock will not reduce (or otherwise offset) the number of shares of Class B common stock that may be available for issuance under the 2019 Plan. If shares issued pursuant to a stock award are forfeited back to or repurchased by us because of the failure to meet a contingency or condition required to vest such shares in the participant, such shares will become available for future grant under the 2019 Plan. Any shares that are reacquired by us to pay withholding taxes or as consideration for the exercise or purchase price of an award will again become available for issuance under the Plan.

Plan Administration. Our board of directors administers the 2019 Plan. The interpretation and construction by the board of directors of any term or provision of the 2019 Plan or of any stock option or other award

TABLE OF CONTENTS

granted under it are conclusive and binding. The board of directors may from time to time adopt rules and regulations for carrying out the plan and, subject to the provisions of the plan, may prescribe the form of agreements evidencing any award granted under the 2019 Plan. Subject to the provisions of the 2019 Plan, the board of directors has broad authority to administer and interpret the 2019 Plan, including the authority to: determine which employees, directors or consultants are eligible to receive awards under the 2019 Plan; determine amounts, vesting schedules, acceleration events and termination events for awards; establish conditions and restrictions regarding the retention or exercise of stock option, restricted stock and other awards; determine the fair market value applicable to awards; and make all other determinations necessary to administer the 2019 Plan.

Types of Awards: We may grant stock options, stock appreciation rights, restricted stock and other stock-based awards under the 2019 Plan.

Stock Options. The exercise price of options granted under the 2019 Plan must generally at least be equal to the fair market value of our common stock on the date of grant and the term of an incentive stock option may not exceed 10 years. The board of directors will determine the time or times when an option is exercisable during the term of the option. The option may become exercisable in installments, and the exercisability of the option may be accelerated in certain circumstances. The methods of payment of the exercise price of an option may include cash, check, bank draft or money order payable to us in a currency, including virtual currency, deemed acceptable by the board of directors. The board of directors may permit option holders to pay the exercise price through a “net exercise” arrangement by having shares “withheld” from an option exercise. After the termination of service of an employee, director or consultant, he or she may exercise his or her option for the period of time stated in his or her option agreement. However, in no event may an option be exercised later than the expiration of its term. Subject to the provisions of the 2019 Plan, the administrator determines the other terms of options.

Stock Appreciation Rights. Stock appreciation rights allow the recipient to receive the appreciation in the fair market value of our common stock between the exercise date and the date of grant. Under the 2019 Plan, holders of stock appreciation rights may exercise the stock appreciation right and receive a payment in cash, in shares of our common stock or in any combination of cash and stock.

Restricted Stock. A grant of restricted stock involves an agreement that gives the holder the opportunity to receive and retain a certain number of shares of common stock from us, provided that certain conditions are satisfied. When the conditions of the agreement are satisfied, the stock becomes fully vested. The restrictions on any restricted stock awards granted will be determined by the board of directors.

Other Stock-Based Awards. Other stock-based awards may be granted under the plan that are based in whole or in part by reference to, or otherwise based on, the fair market value of the our common-stock on such terms as the board of directors may determine. Such awards may include restricted stock units, which may be settled in cash, stock or otherwise.

Non-Transferability of Awards. Unless the board of directors provides otherwise, the 2019 Plan generally does not allow for the transfer of awards and only the recipient of an award may exercise an award during his or her lifetime.

Certain Adjustments. The board of directors may make adjustments to the number of shares available for awards under the 2019 Plan and the terms of such awards if we undergo a stock split, stock dividend, recapitalization, reorganization, dissolution, liquidation, consolidation, combination, merger or other similar corporate transaction.

Amendment, Termination. The board of directors will have the sole right to alter, amend, suspend or terminate the 2019 Plan provided such action will not materially impair the existing rights of any participant. The 2019 Plan will automatically terminate in 2029, unless we terminate it sooner.

Director Compensation

As of the date of this offering circular, our board of directors is comprised entirely of members of our management team, and as a result none of our directors receive separate compensation for their service on the board of directors.

[TABLE OF CONTENTS](#)

Outstanding Equity Awards as of December 31, 2020

The following table presents information concerning equity awards held by our directors and named executive officers as of December 31, 2020:

Name	Option Awards					Stock Awards	
	Vesting Commencement Date	Number of Shares of Class B Common Stock Underlying Unexercised Options (#) Exercisable	Number of Shares of Class B Common Stock Underlying Unexercised Options (#) Unexercisable	Option Exercise Prices (\$)	Option Expiration Date	Number of Shares of Class B Common Stock that Have Not Vested(#)	Market Value of Shares of Class B Common Stock that Have Not Vested (\$) ⁽¹⁾
Jon Paul Richardson	01/17/2017					135,418 ⁽²⁾	\$3,713,161.56
Daniel Castagnoli	01/17/2017					135,418 ⁽³⁾	\$3,713,161.56
James Gernetzke	03/21/2019	62,500 ⁽⁴⁾	87,500	2.39	09/29/2029		
	03/21/2019	874 ⁽⁴⁾	1,126	2.39	10/20/2029		

(1) This column represents the market value of the shares of restricted stock as of December 31, 2020, based on an assumed offering price of \$27.42 per share of our common stock.

(2) Mr. Richardson purchased 9,500,000 shares of restricted Class B common stock through a restricted stock purchase agreement on January 1, 2017. 3,000,000 of the shares subject to the restricted stock purchase agreement immediately vested on January 1, 2017, with 1/48th of the remaining shares vesting monthly thereafter, subject to continued service as an employee, consultant, advisor, officer or director through each such vesting date.

(3) Mr. Castagnoli purchased 9,500,000 shares of restricted Class B common stock through a restricted stock purchase agreement on January 1, 2017. 3,000,000 of the shares subject to the restricted stock purchase agreement immediately vested on January 1, 2017, with 1/48th of the remaining shares vesting monthly thereafter, subject to continued service as an employee, consultant, advisor, officer or director through each such vesting date.

(4) One-fourth of the shares subject to the option vest on the one-year anniversary of the vesting commencement date, with the 1/48th of the total number of shares vesting monthly thereafter, subject to continued service through each such vesting date.

CERTAIN RELATIONSHIPS AND RELATED PARTY TRANSACTIONS

The following is a summary of transactions since January 1, 2017 where we were or will be a party in which the amount involved exceeded the lesser of (i) \$120,000 and (ii) 1% of the average of our total assets at year-end for the last two completed fiscal years, and in which any director, officer, promoter or beneficial holder of more than 10% of any class of our voting securities, or any member of the immediate family of any of the foregoing persons had or will have a direct or indirect material interest, other than compensation arrangements which are described under the section of this offering circular captioned “*Compensation of Directors and Executive Officers.*”

Demand Promissory Note

Exodus entered into demand promissory notes (the “**Notes**”) with Jon Paul Richardson, our chief executive officer, and Daniel Castagnoli, our president, dated January 1, 2017. Under the terms of the Notes, Mr. Richardson and Mr. Castagnoli have access to one or more credit cards to be used for expenses associated with the business of operating Exodus, and access to vehicles owned by Exodus, which may be used for business-related travel. Under the terms of the Notes, Exodus and Mr. Castagnoli and Mr. Richardson track, on a monthly basis, the value of any personal use of the credit cards and vehicles. These amounts are considered to be loans to Mr. Richardson and Mr. Castagnoli, for which Exodus provides monthly statements to Mr. Richardson and Mr. Castagnoli evidencing amounts due to Exodus. The Notes accrue interest at an annual rate equal to the minimum short-term applicable federal rate, which is currently 0.89%. The unpaid principal and any interest accrued on the outstanding loans made pursuant to the Notes shall mature and become due and payable in full immediately upon receipt of Exodus’s written demand for repayment. As of December 31, 2020, the balances of Mr. Richardson’s and Mr. Castagnoli’s Notes were both less than \$100.

PRINCIPAL AND SELLING STOCKHOLDERS

The following table sets forth certain information with respect to the beneficial ownership of our common stock as of December 31, 2020, and as adjusted to reflect the sale of our common stock in this offering, for:

- all executive officers and directors as a group, individually naming each director or executive officer who beneficially owns more than 10% of our common stock or who is a selling stockholder;
- any other securityholder who beneficially owns more than 10% of our common stock; and
- the selling stockholders.

We have determined beneficial ownership in accordance with the rules of the SEC, and thus it represents sole or shared voting or investment power with respect to our common stock. Unless otherwise indicated below, to our knowledge, the persons and entities named in the table have sole voting and sole investment power with respect to all shares that they beneficially owned, subject to community property laws where applicable. The information does not necessarily indicate beneficial ownership for any other purpose, including for purposes of Sections 13(d) and 13(g) of the Securities Act.

We have based our calculation of the percentage of beneficial ownership prior to this offering on zero shares of our Class A common stock and 22,399,557 shares of our Class B common stock outstanding as of December 31, 2020, after giving effect to the SAFE Conversion, the Forward Stock Split and the issuance of 4,800 shares of Class B common stock to COHAGEN WILKINSON, INC., a selling stockholder in this offering. The percentage of beneficial ownership after this offering is based on 2,733,229 shares of Class A common stock and 22,399,557 shares of Class B common stock outstanding immediately after the completion of this offering on a pro forma as adjusted basis.

Unless otherwise indicated, the address of each beneficial owner listed in the table below is c/o Exodus Movement, Inc., 15418 Weir Street, #333, Omaha, NE 68137.

Name of Beneficial Owner	Beneficial Ownership Before the Offering					Number of Shares Being Offered	Beneficial Ownership After the Offering				
	Class A		Class B		of Total Voting Power ⁽¹⁾		Class A		Class B		of Total Voting Power ⁽¹⁾
	Shares	%	Shares	%			Shares	%	Shares	%	
Directors and Executive Officers:											
Jon Paul Richardson ^{(2)§}	—	—	9,500,000	41.4	41.4	202,463	—	—	9,297,537	41.5	41.0
Daniel Castagnoli ^{(3)§}	—	—	9,500,000	41.4	41.4	45,587	—	—	9,454,413	42.2	41.7
James Gernetzke ^{(4)†}	—	—	72,832	*	*	2,000	—	—	70,832	*	*
Sonja McIntosh ^{(5)†}	—	—	38,250	*	*	36,124	—	—	2,126	*	*
All directors and executive officers as a group (7 persons)⁽⁶⁾	—	—	19,234,320 ⁽²⁾	83.1	83.1	286,174	—	—	18,948,146	83.7	82.7
Selling Stockholders:											
Ain Sal ^{(7)†}	—	—	29,562	*	*	20,633	—	—	8,929	*	*
Aliah Church ^{(8)†}	—	—	4,774	*	*	4,066	—	—	708	*	*
Asya Kostanyan ^{(9)†}	—	—	20,870	*	*	14,000	—	—	6,870	*	*
Conway Jones ^{(10)†}	—	—	6,072	*	*	5,000	—	—	1,072	*	*
David Zelaya ^{(11)†}	—	—	19,442	*	*	19,442	—	—	—	—	—
Diana Dumitru-Staker ^{(12)†}	—	—	22,570	*	*	13,890	—	—	8,680	*	*
Giovanni Coutinho ^{(13)†}	—	—	2,988	*	*	2,206	—	—	782	*	*
Henderikus de Ram ^{(14)†}	—	—	3,914	*	*	3,914	—	—	—	—	—
Jeremy Winkler ^{(15)†}	—	—	4,236	*	*	4,000	—	—	236	*	*
John Staker ^{(16)†}	—	—	38,246	*	*	22,390	—	—	15,856	*	*
Konnor Klashinsky ^{(17)†}	—	—	49,822	*	*	32,000	—	—	17,822	*	*
Kris Merkel ^{(18)†}	—	—	34,346	*	*	20,000	—	—	14,346	*	*
Marcos Casagrande ^{(19)†}	—	—	3,000	*	*	2,824	—	—	176	*	*

[TABLE OF CONTENTS](#)

Name of Beneficial Owner	Beneficial Ownership Before the Offering					Number of Shares Being Offered	Beneficial Ownership After the Offering				
	Class A		Class B		of Total Voting Power ⁽¹⁾		Class A		Class B		of Total Voting Power ⁽¹⁾
	Shares	%	Shares	%			Shares	%	Shares	%	
Matias Olivera ⁽²⁰⁾ †	—	—	6,264	*	*	5,846	—	—	418	*	*
Maxwell Ogden ⁽²¹⁾ †	—	—	9,612	*	*	9,176	—	—	436	*	*
Michael Čečetka ⁽²²⁾ †	—	—	25,648	*	*	20,000	—	—	5,648	*	*
Nareg Aslanian ⁽²³⁾ †	—	—	26,820	*	*	23,550	—	—	3,270	*	*
Rocco Musolino ⁽²⁴⁾ †	—	—	18,528	*	*	10,000	—	—	8,528	*	*
Victor Bonini ⁽²⁵⁾ †	—	—	6,476	*	*	6,136	—	—	340	*	*
Leah Petrowski ⁽²⁶⁾ †	—	—	20,656	*	*	19,800	—	—	856	*	*
Bnk to the Future Exodus SP, a Segregated Portfolio of Bnk To The Future Capital SPC ⁽²⁷⁾ ‡	—	—	1,689,210	7.4	7.4	213,416	—	—	1,475,794	6.6	6.5
Bitcoin Capital 3 SP, a Segregated Portfolio of Bnk To The Future Capital SPC ⁽²⁸⁾ ‡	—	—	143,992	*	*	18,192	—	—	125,800	*	*
Ricardo Hernandez ⁽²⁹⁾ ‡	—	—	322,540	1.4	1.4	40,600	—	—	281,940	1.3	1.2
COHAGEN WILKINSON, INC. ⁽³⁰⁾ ‡	—	—	4,800	*	*	606	—	—	4,194	*	*
Michal Cymbalysty ⁽³¹⁾ ‡	—	—	5,600	*	*	707	—	—	4,893	*	*

* Represents beneficial ownership or voting power of less than 1%.

† Indicates a participant in Group 1 of the Secondary Offering. See “Plan of Distribution—Securities being issued.”

‡ Indicates a participant in Group 2 of the Secondary Offering. See “Plan of Distribution—Securities being issued.”

§ Indicates a participant in Group 3 of the Secondary Offering. See “Plan of Distribution—Securities being issued.”

- (1) Percentage total voting power represents voting power with respect to all outstanding shares of our Class A common stock and Class B common stock, voting as a single class. Each holder of Class A common stock shall be entitled to one per share of Class A common stock and each holder of Class B common stock shall be entitled to ten votes per share of Class B common stock. Holders of Class A common stock and Class B common stock will vote together as a single class on all matters (including the election of directors) submitted to a vote of stockholders, unless otherwise required by law or our amended and restated certificate of incorporation. The Class B common stock is convertible at any time by the holder into shares of Class A common stock on a share-for-share basis.
- (2) Consists of 9,500,000 shares of Class B common stock held of record.
- (3) Consists of 9,500,000 shares of Class B common stock held of record.
- (4) Consists of options to purchase 72,832 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (5) Consists of options to purchase 38,250 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (6) Consists of 9,500,000 shares of Class B common stock held of record and options to purchase 234,320 shares of our Class B common stock exercisable within 60 days of December 31, 2020.
- (7) Consists of options to purchase 29,562 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (8) Consists of options to purchase 4,774 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (9) Consists of options to purchase 20,870 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (10) Consists of options to purchase 6,072 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (11) Consists of options to purchase 19,442 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (12) Consists of options to purchase 22,570 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (13) Consists of options to purchase 2,988 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (14) Consists of options to purchase 3,914 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (15) Consists of options to purchase 4,236 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (16) Consists of options to purchase 38,246 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (17) Consists of options to purchase 49,822 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (18) Consists of options to purchase 34,346 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (19) Consists of options to purchase 3,000 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (20) Consists of options to purchase 6,264 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (21) Consists of options to purchase 9,612 shares of Class B common stock exercisable within 60 days of December 31, 2020.

TABLE OF CONTENTS

- (22) Consists of options to purchase 25,648 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (23) Consists of options to purchase 26,820 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (24) Consists of options to purchase 18,528 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (25) Consists of options to purchase 6,476 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (26) Consists of options to purchase 20,656 shares of Class B common stock exercisable within 60 days of December 31, 2020.
- (27) Consists of 1,689,210 shares of Class B common stock held of record.
- (28) Consists of 143,992 shares of Class B common stock held of record.
- (29) Consists of 322,540 shares of Class B common stock held of record.
- (30) Consists of 4,800 shares of Class B common stock held of record.
- (31) Consists of 5,600 shares of Class B common stock held of record.

DESCRIPTION OF CAPITAL STOCK

This section provides a summary of the rights of our capital stock. This summary is not complete. For more detailed information, please see our amended and restated certificate of incorporation and amended and restated bylaws, which are filed as exhibits to the offering statement of which this offering circular is a part.

Our authorized capital stock consists of 65,000,000 shares, consisting of (i) 60,000,000 shares of common stock divided into two series consisting of 32,500,000 shares designated as Class A common stock, par value \$0.000001 per share, and 27,500,000 shares designated as Class B common stock, par value \$0.000001 per share, and (ii) 5,000,000 shares designated as preferred stock, par value \$0.000001 per share.

As of December 31, 2020, on an actual basis, there were no shares of Class A common stock outstanding, an aggregate of 20,011,830 shares of Class B common stock outstanding and no shares of preferred stock outstanding.

Common Stock

Outstanding Shares

On a pro forma as adjusted basis, there will be 2,733,229 shares of Class A common stock and 22,399,557 shares of Class B common stock outstanding upon the closing of this offering. As of December 31, 2020, on an actual basis, we had no record holders of our Class A common stock and five record holders of our Class B common stock.

Voting Rights

Our authorized common stock is divided into two series, denominated as “Class A common stock” and “Class B common stock.” Each share of Class A common stock is entitled to one vote per share. Each share of Class B common stock is entitled to ten votes per share. Holders of Class A common stock and Class B common stock will vote together as a single class on all matters (including the election of directors) submitted to a vote of stockholders, unless otherwise required by law or our amended and restated certificate of incorporation.

Delaware law could require holders of Class A common stock or Class B common stock to vote separately, on a series-by-series basis, if we were to seek to amend our certificate of incorporation in a manner that alters or changes the powers, preferences or special rights of a series of our Common Stock in a manner that affects its holders adversely, but does not so affect the Common Stock as a whole, or if we take an action where a separate vote of either of the Class A common Stock or the Class B common stock is prescribed by the explicit terms of our amended and restated certificate of incorporation.

Holders of our Class A common stock and Class B common stock are not entitled to cumulative voting in the election of directors, which means that the holders of a majority of the voting power of our Class A common stock and Class B common stock, voting together as a single voting class, will be entitled to elect all of the directors standing for election, if they so choose.

After this offering, our existing stockholders, all of whom hold shares of Class B common stock, will collectively beneficially own shares representing approximately 82.7% of the voting power of our outstanding capital stock following the completion of this offering. Jon Paul Richardson and Daniel Castagnoli, each one of our executive officers and a member of our board of directors, will control approximately 70% of the voting power of our outstanding capital stock. Because of our dual class structure, we anticipate that, for the foreseeable future, these individuals will continue to be able to control all matters submitted to our stockholders for approval, including the election and removal of directors.

Conversion

Each share of Class B common stock is convertible at any time at the option of the holder into one share of Class A common stock. In addition, each share of Class B common stock will convert automatically into one share of Class A common stock upon any transfer, whether or not for value, except for certain transfers described in our amended and restated certificate of incorporation, including, without limitation, transfers for tax and estate planning purposes, so long as the transferring holder of Class B common stock continues to hold exclusive voting and dispositive power with respect to the shares transferred.

TABLE OF CONTENTS

All shares of Class B common stock will convert automatically into shares of Class A common stock upon the date on which the Class B common stock ceases to represent at least 10% of the total voting power of our outstanding common stock.

Once converted into a share of Class A common stock, a converted share of Class B common stock will not be reissued.

Dividends

Subject to preferences that may be applicable to any then-outstanding shares of preferred stock, holders of our Class A common stock and Class B common stock are entitled to receive dividends, if any, as may be declared from time to time by our board of directors out of legally available funds. For more information see “*Dividend Policy*.” If a dividend is paid in the form of Class A common stock or Class B common stock, then holders of Class A common stock shall receive Class A common stock and holders of Class B common stock shall receive Class B common stock.

Liquidation

In the event of our liquidation, dissolution or winding up, holders of our Class A common stock and Class B common stock will be entitled to share ratably in the net assets legally available for distribution to stockholders after the payment of all of our debts and other liabilities and the satisfaction of any liquidation preference granted to the holders of any then-outstanding shares of preferred stock.

Rights and Preferences

Except as described above, holders of Class A common stock and Class B common stock have no preemptive, conversion, subscription or other rights (other than the right of a holder of shares of Class B common stock to convert such shares into an equal number of shares of Class A common stock), and there are no redemption or sinking fund provisions applicable to Class A common stock or Class B common stock. The rights, preferences and privileges of the holders of Class A common stock and Class B common stock are subject to, and may be adversely affected by, the rights of the holders of shares of any series of preferred stock that we may designate in the future.

Fully Paid and Nonassessable

All of our outstanding shares of Class B common stock are, and the shares of Class A common stock to be issued pursuant to this offering will be, when paid for, fully paid and nonassessable.

Options

As of December 31 2020, options to purchase an aggregate of 2,737,008 shares of our Class B common stock were outstanding under the 2019 Plan.

Simple Agreements for Future Equity

We had entered into simple agreements for future equity (“**SAFEs**”) with investors in exchange for cash investments. The SAFEs had no interest rate or maturity date. Our SAFEs were convertible into shares of our preferred stock upon an equity financing in which we issue preferred stock and upon certain liquidity and dissolution events as described in the SAFEs. This Offering would not have triggered the automatic conversion of these SAFEs. In February 2021, we agreed with all SAFE holders to convert their SAFEs into Class B Common Stock. See “*Management’s Discussion and Analysis of Financial Condition and Results of Operations—Liquidity and Capital Resources—Issuance of SAFEs.*”

The following table sets forth a summary of the SAFEs outstanding as of December 31, 2020.

Purchase Amount	Valuation Cap	Discount Rate
\$368,284	\$4,000,000	20%
\$170,000	\$5,000,000	80%

TABLE OF CONTENTS

Preferred Stock

Our board of directors has the authority, without further action by the stockholders, to issue up to 5,000,000 shares of preferred stock in one or more series and to fix the rights, powers, preferences, privileges and restrictions thereof. These rights, powers, preferences and privileges could include dividend rights, conversion rights, voting rights, redemption rights, liquidation preferences, sinking fund terms and the number of shares constituting any series or the designation of such series, any or all of which may be greater than the rights of Class A common stock or Class B common stock. The issuance of preferred stock could adversely affect the voting power of holders of Class A common stock and Class B common stock and the likelihood that such holders will receive dividend payments and payments upon liquidation. In addition, the issuance of preferred stock could have the effect of delaying, deferring or preventing a change in our control or other corporate action. Upon closing of this offering, no shares of preferred stock will be outstanding, and we have no present plan to issue any shares of preferred stock.

Section 203 of the DGCL

We have chosen not to be governed by Section 203 of the DGCL regulating corporate takeovers. In general, Section 203 prohibits a Delaware corporation having more than 2,000 shareholders of record from engaging in a “business combination” with an “interested stockholder” for a three-year period following the time that this stockholder becomes an interested stockholder, unless the business combination is approved in a prescribed manner.

Anti-Takeover Provisions

The provisions of the DGCL, our amended and restated certificate of incorporation, and our amended and restated bylaws following this offering could have the effect of delaying, deferring, or discouraging another person from acquiring control of our company. These provisions, which are summarized below, are expected to discourage certain types of coercive takeover practices and inadequate takeover bids and encourage persons seeking to acquire control of our company to first negotiate with our board of directors. We believe that the benefits of increased protection of our potential ability to negotiate with an unfriendly or unsolicited acquirer outweigh the disadvantages of discouraging a proposal to acquire us because negotiation of these proposals could result in an improvement of their terms.

Our amended and restated certificate of incorporation and our amended and restated bylaws include a number of provisions that may have the effect of deterring hostile takeovers, or delaying or preventing changes in control of our management team or changes in our board of directors or our governance or related policies, including the following:

- **Special Meetings of Stockholders.** Our amended and restated certificate of incorporation and our amended and restated bylaws provide that special meetings of our stockholders may be called only by a majority of our board of directors, the chairperson of our board of directors, or our chief executive officer or president, thus prohibiting a stockholder from calling a special meeting. These provisions might delay the ability of our stockholders to force consideration of a proposal or for stockholders to take any action, including the removal of directors.
- **Advance Notice Requirements for Stockholder Proposals and Director Nominations.** Our amended and restated bylaws provide advance notice procedures for stockholders seeking to bring business before our meetings of stockholders or to nominate candidates for election as directors at our meetings of stockholders. Our amended and restated bylaws also specify certain requirements regarding the form and content of a stockholder’s notice. These provisions may preclude our stockholders from bringing matters before our meetings of stockholders or from making nominations for directors at our meetings of stockholders. We expect that these provisions might also discourage or deter a potential acquirer from conducting a solicitation of proxies to elect the acquirer’s own slate of directors or otherwise attempting to obtain control of our company.
- **No Cumulative Voting.** The DGCL provides that stockholders are not entitled to the right to cumulate votes in the election of directors unless a corporation’s certificate of incorporation provides otherwise. Our amended and restated certificate of incorporation and amended and restated bylaws do not provide for cumulative voting.

TABLE OF CONTENTS

- **Issuance of Undesignated Preferred Stock.** Our board has the authority, without further action by the stockholders, to issue up to 1,000,000 shares of undesignated preferred stock with rights and preferences, including voting rights, designated from time to time by our board of directors. The existence of authorized but unissued shares of preferred stock enables our board of directors to render more difficult or to discourage an attempt to obtain control of us by means of a merger, tender offer, proxy contest, or otherwise.
- **Choice of Forum.** Our amended and restated bylaws provide that, to the fullest extent permitted by law, the Court of Chancery of the State of Delaware will be the sole and exclusive forum for any derivative action or proceeding brought on our behalf; any action asserting a breach of fiduciary duty; any action asserting a claim against us arising pursuant to the DGCL, our amended and restated certificate of incorporation or amended and restated bylaws; or any action asserting a claim against us that is governed by the internal affairs doctrine. This exclusive forum provision does not apply to claims as to which the Court of Chancery of the State of Delaware determines that there is an indispensable party not subject to the jurisdiction of such court (and the indispensable party does not consent to the personal jurisdiction of such court within 10 days following such determination), claims that are vested in the exclusive jurisdiction of a court or forum other than the Court of Chancery of the State of Delaware, or claims for which the Court of Chancery of the State of Delaware does not have subject matter jurisdiction. For instance, the provision does not preclude the filing of claims brought to enforce any liability or duty created by the Exchange Act or Securities Act or the rules and regulations thereunder in federal court. In addition, our amended and restated bylaws provide that the federal district courts of the United States shall be the sole and exclusive forum for the resolution of any complaint asserting a cause of action arising under the Securities Act. The enforceability of similar exclusive federal forum provisions in other companies' organizational documents has been challenged in legal proceedings, and while the Delaware Supreme Court has ruled that this type of exclusive federal forum provision is facially valid under Delaware law, there is uncertainty as to whether other courts would enforce such provisions and that investors cannot waive compliance with the federal securities laws and the rules and regulations thereunder.

In addition, our amended and restated certificate of incorporation and our amended and restated bylaws include a number of provisions that become effective only after the date on which the Class B common stock ceases to represent at least 50% of the total voting power of our outstanding capital stock (the "**Class B Threshold Date**"). These provisions may also have the effect of deterring hostile takeovers, or delaying or preventing changes in control of our management team or changes in our board of directors or our governance or policy, including the following:

- **Board Vacancies.** Our amended and restated bylaws and certificate of incorporation authorize our board of directors to fill vacant directorships resulting from any cause or created by the expansion of our board of directors. In addition, the number of directors constituting our board of directors may be set only by resolution adopted by our board of directors. After the Class B Threshold Date such vacancies may not be filled by stockholders. These provisions prevent a stockholder from increasing the size of our board of directors and gaining control of our board of directors by filling the resulting vacancies with its own nominees.
- **Classified Board.** Our amended and restated certificate of incorporation provides that after the Class B Threshold Date our board of directors is classified into three classes of directors. The existence of a classified board of directors could delay a successful tender offeror from obtaining majority control of our board of directors, and the prospect of that delay might deter a potential offeror.
- **Directors Removable Only for Cause.** Our amended and restated certificate of incorporation provides that after the Class B Threshold Date stockholders may remove directors only for cause.
- **Supermajority Requirements for Amendments of Our Amended and Restated Certificate of Incorporation and Amended and Restated Bylaws.** Our amended and restated certificate of incorporation further provides that, after the Class B Threshold Date, the affirmative vote of holders of at least 66 2/3% of our outstanding stockholder voting power is required to amend certain provisions of our amended and restated certificate of incorporation, including provisions relating to the classified board, the size of the board of directors, removal of directors, special meetings, actions by written

TABLE OF CONTENTS

consent, and designation of our preferred stock. After the Class B Threshold Date, the affirmative vote of holders of at least 66 2/3% of our outstanding stockholder voting power is required for the stockholders to amend or repeal our amended and restated bylaws, although our amended and restated bylaws may be amended by a simple majority vote of our board of directors.

- **Stockholder Action.** Our amended and restated certificate of incorporation provides that after the Class B Threshold Date our stockholders may not take action by written consent but may only take action at annual or special meetings of our stockholders. As a result, holders of our capital stock would not be able to amend our amended and restated bylaws or remove directors without holding a meeting of our stockholders called in accordance with our amended and restated bylaws.

Transfer Agent and Registrar

Upon the completion of this offering, the Transfer Agent and registrar for our Class A common stock and our Class B common stock will be Securitize LLC. The Transfer Agent's address is 100 Pine Street, Suite 1250, San Francisco, CA 94111 and its telephone number is 415-745-3030. The Transfer Agent maintains our shareholder records in a book-entry system, and no physical share certificates will be issued for our Class A common stock or our Class B common stock. If we make available Common Stock Tokens, the relevant blockchain for the Common Stock Tokens will contain a viewable "courtesy copy" of such records which is viewable to stockholders through our Exodus Platform, but the Transfer Agent's records constitute our official shareholder records and govern the record and beneficial ownership for our Class A common stock and our Class B common stock in all circumstances. The Transfer Agent's records will contain all shareholders' personal identifying information applicable to the transactions recorded on a blockchain network.

The Transfer Agent will also be responsible for day-to-day operations, including, but not limited to, (i) performing shareholder servicing, such as sending confirmations of transactions, periodic reports and other fund documents; (ii) answering queries from investors relating to our Class A common stock and our Class B common stock, the Common Stock Tokens or shareholder records; and (iii) interfacing with relevant service providers related to our Class A common stock and our Class B common stock or the Common Stock Tokens. The Transfer Agent will furnish written confirmations of all transactions in our common stock in the accounts, including information needed by shareholders for personal and tax records, as required by the federal securities laws and the Code. The Transfer Agent will be responsible for distributing any required disclosure documents, among other things, to shareholders.

The Transfer Agent will reconcile its records with blockchain transactions in Common Stock Tokens on at least a daily basis. If there is a difference between the Transfer Agent's records and the blockchain record, the Transfer Agent will investigate the cause, and reconcile the official record that is kept by the Transfer Agent. In the event of a conflict between the transaction history on the blockchain and the records maintained by the Transfer Agent, the Transfer Agent shall update the blockchain record and the records shown in the Exodus Platform as necessary and such update will be recorded and viewable on the blockchain and the Exodus Platform as a subsequent transaction. The Transfer Agent may also use the blockchain and Exodus Platform as a source of information in the case of a disputed transaction, including in the case of alleged fraud or theft. In such case, investors may engage with the Transfer Agent to resolve the dispute and to update both the Transfer Agent's records, the blockchain and the Exodus Platform to reflect any changes resulting from the dispute resolution process. Although the blockchain record cannot be changed, the Transfer Agent will hold a separate private key that enables it to act as the administrator on the Common Stock Token smart contract, giving the Transfer Agent the ability to freeze, revoke and reassign Common Stock Tokens if a transaction is made in error or if a private key has been lost or stolen, or if Common Stock Tokens are transferred erroneously or impermissibly. Any necessary adjustments made by the Transfer Agent will be separately recorded on the blockchain through subsequent transactions and the record shown in the Exodus Platform will be updated.

Shares Eligible for Future Sale

Prior to this Offering, there has been no public market for our Class A common stock. Our Class A common stock initially will not be listed on any securities exchange or made available to trade on any ATS. We intend to enable our Class A common stock to be available to trade on an ATS, and intend that our Class A common stock would be available for trading on the tZERO ATS. However, we cannot provide any assurance that we will be successful in enabling our Class A common stock to be available for trading on any ATS. As a result, we cannot

TABLE OF CONTENTS

assure you that there will be an active public market for our Class A common stock following this Offering. We cannot predict what effect sales of our shares in the public market or the availability of shares for sale will have on the market price of our Class A common stock. Future sales of substantial amounts of Class A common stock in the public market, including shares issued upon exercise of outstanding options or the conversion of outstanding SAFEs, or the perception that such sales may occur, however, could adversely affect the market price of our Class A common stock and also could adversely affect our future ability to raise capital through the sale of our Class A common stock or other equity-related securities at times and prices we believe appropriate.

Upon completion of this Offering, on a pro forma as adjusted basis, there will be outstanding 2,733,229 shares of our Class A common stock, 22,399,557 shares of our Class B common stock and 2,440,011 options to purchase shares of Class B common stock outstanding. All of the shares of Class A common stock expected to be sold in this Offering will be freely tradable without restriction or further registration under the Securities Act, except for shares held by our “affiliates,” as that term is defined in Rule 144 under the Securities Act. The remaining outstanding shares of our common stock and shares issuable upon the conversion or exercise of outstanding securities will be deemed “restricted securities” as that term is defined under Rule 144.

Restricted securities may be sold in the public market only if their offer and sale is registered under the Securities Act or if the offer and sale of those securities qualify for an exemption from registration, including the exemption provided by Rule 144 under the Securities Act. In general, a person who is not our affiliate for purposes of the Securities Act and has not been our affiliate at any time during the preceding three months may sell any shares of our common stock that such person has beneficially owned for at least one year and one day, including the holding period of any prior owner other than one of our affiliates, under an exemption from registration provided by Rule 144 under the Securities Act without being required to comply with the notice, manner of sale or public information requirements or volume limitation provisions of Rule 144. However, a person who has beneficially owned our common stock for at least one year and one day but who is our affiliate for purposes of the Securities Act would be subject to additional restrictions, including a limit on the number of shares that may be sold within any three-month period equal to 1% of the number of shares of our common stock then outstanding. Sales under Rule 144 by our affiliates are also subject to manner of sale provisions and notice requirements and to the availability of current public information about us. To the extent that shares were acquired from one of our affiliates, a person’s holding period for the purpose of effecting a sale under Rule 144 would commence on the date of transfer from the affiliate.

Future sales of our common stock may also be subject to applicable state securities or “blue sky” laws.

We may issue shares of our Class A common stock from time to time for a variety of corporate purposes, including in capital-raising activities through future public offerings or private placements, in connection with exercise of stock options or warrants, vesting of restricted stock units and other issuances relating to our employee benefit plans and as consideration for future acquisitions, investments or other purposes. The number of shares of our Class A common stock that we may issue may be significant, depending on the events surrounding such issuances.

Trading on an ATS

Our Class A common stock initially will not be listed on any securities exchange or made available to trade on any ATS.

We intend to make our Class A common stock available for trading on several ATSs, including on the tZERO ATS. However, we cannot provide any assurance that we will be successful in enabling our Class A common stock to be available for trading on any ATS.

CERTAIN UNITED STATES FEDERAL INCOME TAX CONSIDERATIONS

The following is a summary of the material U.S. federal income tax consequences of the ownership and disposition of our common stock acquired in this offering by a “non-U.S. holder” (as defined below), but does not purport to be a complete analysis of all the potential tax considerations relating thereto. This summary is based upon the provisions of the United States Internal Revenue Code of 1986, as amended (the “Code”), Treasury Regulations promulgated thereunder, administrative rulings and judicial decisions, all as of the date hereof. These authorities may be changed, possibly retroactively, so as to result in U.S. federal income tax consequences different from those set forth below. We have not sought, and do not intend to seek, any ruling from the IRS, with respect to the statements made and the conclusions reached in the following summary, and there can be no assurance that the IRS or a court will agree with such statements and conclusions.

This summary also does not address the tax considerations arising under the laws of any non-U.S., state or local jurisdiction or under U.S. federal gift and estate tax rules. In addition, this discussion does not address tax considerations applicable to an investor’s particular circumstances or to investors that may be subject to special tax rules, including, without limitation:

- banks, insurance companies, regulated investment companies, real estate investment trusts or other financial institutions;
- persons subject to the alternative minimum tax or the Medicare surtax on net investment income;
- tax-exempt organizations;
- pension plans and tax-qualified retirement plans;
- controlled foreign corporations, passive foreign investment companies and corporations that accumulate earnings to avoid U.S. federal income tax;
- brokers or dealers in securities or currencies;
- traders in securities that elect to use a mark-to-market method of accounting for their securities holdings;
- persons that own, or are deemed to own, more than five percent of our capital stock (except to the extent specifically set forth below);
- certain former citizens or long-term residents of the United States;
- partnerships (or entities classified as such for U.S. federal income tax purposes), other pass-through entities, and investors therein;
- persons who hold our Class A common stock as a position in a hedging transaction, “straddle,” “conversion transaction” or other risk reduction transaction;
- persons who hold or receive our Class A common stock pursuant to the exercise of any option or otherwise as compensation;
- persons subject to special tax accounting rules as a result of any item of gross income with respect to our Class A common stock being taken into account in an “applicable financial statement” as defined in Section 451(b) of the Code;
- persons who do not hold our Class A common stock as a capital asset within the meaning of Section 1221 of the Code (generally, property held for investment); or
- persons deemed to sell our Class A common stock under the constructive sale provisions of the Code.

In addition, if a partnership, entity or arrangement classified as a partnership or flow-through entity for U.S. federal income tax purposes holds our Class A common stock, the tax treatment of a partner generally will depend on the status of the partner and upon the activities of the partnership or other entity. A partner in a partnership or other such entity that will hold our Class A common stock should consult his, her or its own tax advisor regarding the tax consequences of the ownership and disposition of our Class A common stock through a partnership or other such entity, as applicable.

TABLE OF CONTENTS

You are urged to consult your tax advisor with respect to the application of the U.S. federal income tax laws to your particular situation, as well as any tax consequences of the purchase, ownership and disposition of our Class A common stock arising under the U.S. federal gift or estate tax rules or under the laws of any state, local, non-U.S. or other taxing jurisdiction or under any applicable tax treaty.

Non-U.S. Holder Defined

For purposes of this discussion, you are a “non-U.S. holder” if you are a beneficial owner of our Class A common stock that, for U.S. federal income tax purposes, is not a partnership or:

- an individual who is a citizen or resident of the United States;
- a corporation or other entity taxable as a corporation created or organized in the United States or under the laws of the United States or any political subdivision thereof, or otherwise treated as such for U.S. federal income tax purposes;
- an estate whose income is subject to U.S. federal income tax regardless of its source; or
- a trust (x) whose administration is subject to the primary supervision of a U.S. court and that has one or more U.S. persons who have the authority to control all substantial decisions of the trust or (y) that has made a valid election under applicable Treasury Regulations to be treated as a U.S. person.

Distributions

As described in the section titled “*Dividend Policy*,” we have never declared or paid cash dividends on our common stock, and we do not anticipate paying any dividends on our Class A common stock following the completion of this offering. However, if we do make distributions on our Class A common stock, those payments will constitute dividends for U.S. federal income tax purposes to the extent paid from our current or accumulated earnings and profits, as determined under U.S. federal income tax principles. To the extent those distributions exceed both our current and our accumulated earnings and profits, the excess will constitute a return of capital and will first reduce your basis in our Class A common stock, but not below zero, and then will be treated as gain from the sale of stock.

Subject to the discussions below on effectively connected income and in the sections titled “*Certain United States Federal Income Tax Considerations—Backup Withholding and Information Reporting*” and “*Certain United States Federal Income Tax Considerations—Foreign Account Tax Compliance Act (FATCA)*,” any dividend paid to you generally will be subject to U.S. federal withholding tax either at a rate of 30% of the gross amount of the dividend or such lower rate as may be specified by an applicable income tax treaty between the United States and your country of residence. In order to receive a reduced treaty rate, you must provide us with a properly executed IRS Form W-8BEN or W-8BEN-E or other appropriate version of IRS Form W-8 certifying qualification for the reduced rate. If you are eligible for a reduced rate of U.S. federal withholding tax pursuant to an income tax treaty, you may obtain a refund of any excess amounts withheld by filing an appropriate claim for refund with the IRS. If you hold our Class A common stock through a financial institution or other agent acting on the non-U.S. holder’s behalf, you will be required to provide appropriate documentation to the agent, which then will be required to provide certification to us or our paying agent, either directly or through other intermediaries.

Dividends received by you that are treated as effectively connected with your conduct of a U.S. trade or business (and, if required by an applicable income tax treaty, such dividends are attributable to a permanent establishment or fixed base maintained by you in the United States) are generally exempt from the 30% U.S. federal withholding tax, subject to the discussion below on backup withholding and FATCA withholding. In order to obtain this exemption, you must provide us with a properly executed IRS Form W-8ECI or other applicable IRS Form W-8 properly certifying such exemption. Such effectively connected dividends, although not subject to U.S. federal withholding tax, are taxed at the same graduated rates applicable to U.S. persons, net of certain deductions and credits, subject to an applicable income tax treaty providing otherwise. In addition, if you are a corporate non-U.S. holder, dividends you receive that are effectively connected with your conduct of a U.S. trade or business may also be subject to a branch profits tax at a rate of 30% or such lower rate as may be specified by an applicable income tax treaty between the United States and your country of residence. You should consult your tax advisor regarding the tax consequences of the ownership and disposition of our Class A common stock, including any applicable tax treaties that may provide for different rules.

TABLE OF CONTENTS

Gain on Disposition of Common Stock

Subject to the discussion in the section titled “*Certain United States Federal Income Tax Considerations—Backup Withholding and Information Reporting*”, you generally will not be required to pay U.S. federal income tax on any gain realized upon the sale or other disposition of our Class A common stock unless:

- the gain is effectively connected with your conduct of a U.S. trade or business (and, if an applicable income tax treaty so provides, the gain is attributable to a permanent establishment or fixed base maintained by you in the United States);
- you are an individual who is present in the United States for a period or periods aggregating 183 days or more during the calendar year in which the sale or disposition occurs and certain other conditions are met; or
- our Class A common stock constitutes a United States real property interest by reason of our status as a “United States real property holding corporation” (“**USRPHC**”), for U.S. federal income tax purposes at any time within the shorter of the five-year period preceding your disposition of, or your holding period for, our Class A common stock.

We believe that we are not currently and will not become a USRPHC for U.S. federal income tax purposes, and the remainder of this discussion so assumes. However, because the determination of whether we are a USRPHC depends on the fair market value of our U.S. real property relative to the fair market value of our U.S. and worldwide real property plus our other business assets, there can be no assurance that we will not become a USRPHC in the future. Even if we become a USRPHC, however, as long as our Class A common stock is regularly traded on an established securities market, your Class A common stock will be treated as U.S. real property interests only if you actually (directly or indirectly) or constructively hold more than five percent of such regularly traded Class A common stock at any time during the shorter of the five-year period preceding your disposition of, or your holding period for, our Class A common stock.

If you are a non-U.S. holder described in the first bullet above, you will be required to pay tax on the gain derived from the sale (net of certain deductions and credits) under regular graduated U.S. federal income tax rates, and a corporate non-U.S. holder described in the first bullet above also may be subject to the branch profits tax at a 30% rate, or such lower rate as may be specified by an applicable income tax treaty. If you are an individual non-U.S. holder described in the second bullet above, you will be subject to tax at 30% (or such lower rate specified by an applicable income tax treaty) on the gain derived from the sale, which gain may be offset by U.S. source capital losses for the year, provided you have timely filed U.S. federal income tax returns with respect to such losses. You should consult your tax advisor regarding any applicable income tax or other treaties that may provide for different rules.

Backup Withholding and Information Reporting

Generally, we must report annually to the IRS the amount of dividends paid to you, your name and address and the amount of tax withheld, if any. A similar report will be sent to you. Pursuant to applicable income tax treaties or other agreements, the IRS may make these reports available to tax authorities in your country of residence.

Payments of dividends on or of proceeds from the disposition of our Class A common stock made to you may be subject to information reporting and backup withholding at a current rate of 24% unless you establish an exemption, for example, by properly certifying your non-U.S. status on a properly completed IRS Form W-8BEN or W-8BEN-E or another appropriate version of IRS Form W-8. Notwithstanding the foregoing, backup withholding and information reporting may apply if either we or our paying agent has actual knowledge, or reason to know, that you are a U.S. person.

Backup withholding is not an additional tax; rather, the U.S. federal income tax liability of persons subject to backup withholding will be reduced by the amount of tax withheld. If withholding results in an overpayment of taxes, a refund or credit may generally be obtained from the IRS, provided that the required information is furnished to the IRS in a timely manner.

[TABLE OF CONTENTS](#)

Foreign Account Tax Compliance Act (FATCA)

The Foreign Account Tax Compliance Act, Treasury Regulations issued thereunder and official IRS guidance, collectively “FATCA,” generally impose a U.S. federal withholding tax of 30% on dividends on, and the gross proceeds from a sale or other disposition of our Class A common stock, paid to a “foreign financial institution” (as specially defined under these rules), unless otherwise provided by the Treasury Secretary or such institution enters into an agreement with the U.S. government to, among other things, withhold on certain payments and to collect and provide to the U.S. tax authorities substantial information regarding the U.S. account holders of such institution (which includes certain equity and debt holders of such institution, as well as certain account holders that are foreign entities with U.S. owners) or otherwise establishes an exemption. FATCA also generally imposes a U.S. federal withholding tax of 30% on dividends on and the gross proceeds from a sale or other disposition of our Class A common stock paid to a “non-financial foreign entity” (as specially defined under these rules) unless otherwise provided by the Treasury Secretary or such entity provides the withholding agent with a certification identifying the substantial direct and indirect U.S. owners of the entity, certifies that it does not have any substantial U.S. owners, or otherwise establishes an exemption.

The withholding obligations under FATCA generally apply to dividends on our Class A common stock. The Treasury Secretary has issued proposed regulations providing that the withholding provisions under FATCA do not apply with respect to payment of gross proceeds from a sale or other disposition of our Class A common stock, which may be relied upon by taxpayers until final regulations are issued. The withholding tax will apply regardless of whether the payment otherwise would be exempt from U.S. nonresident and backup withholding tax, including under the other exemptions described above. Under certain circumstances, a non-U.S. holder might be eligible for refunds or credits of such taxes. An intergovernmental agreement between the United States and an applicable foreign country may modify the requirements described in this section. Prospective investors should consult with their own tax advisors regarding the application of FATCA withholding to their investment in, and ownership and disposition of, our Class A common stock.

The preceding discussion of U.S. federal tax considerations is for general information only. It is not tax advice to investors in their particular circumstances. Each prospective investor should consult its own tax advisor regarding the particular U.S. federal, state and local and non-U.S. tax consequences of purchasing, holding and disposing of our Class A common stock, including the consequences of any proposed change in applicable laws

PLAN OF DISTRIBUTION

Securities being issued

We and the selling stockholders are offering up to \$75,000,000 in shares of our Class A common stock. The shares will be issued in book-entry form as reflected on the books of our Transfer Agent. For more information, see “*Description of Capital Stock*.” Purchases or transfers of our Class A common stock will be executed by the Transfer Agent.

The shares of Class A common stock offered pursuant to this offering circular will be offered by us and the selling stockholders. 1,914,661 shares of Class A common stock, representing \$52.5 million in offering proceeds, will initially be offered by us in what we refer to as the “**Primary Offering**.”

After we sell all shares of Class A common stock in the Primary Offering, the selling stockholders will have the opportunity to offer an additional 818,568 shares of Class A common stock, representing a total of \$22.5 million in offering proceeds, in the “**Secondary Offering**” as set forth below. If we do not sell all shares of Class A common stock in the Primary Offering, the Secondary Offering will not occur, and no offers by the selling stockholders will be made. In order to facilitate the offer and sale of the Class A common stock, we have entered into a custody agreement with each selling stockholder, and each selling stockholder has granted us an irrevocable power of attorney, so as to enable us to sell the relevant selling stockholder’s shares on their behalf.

The Secondary Offering will be made as follows:

- (1) Group 1: First, the employees of ours (other than Jon Paul Richardson and Daniel Castagnoli) identified in “*Principal and Selling Stockholders*,” as Group 1 participants will have an opportunity to offer up to 296,997 shares of Class A common stock, representing up to \$8.15 million in offering proceeds, upon conversion of any shares of Class B common stock held by such employees, allocated on a *pro rata* basis commensurate with each such employee’s relative ownership of our common stock. Offers by such employees will terminate when 296,997 shares of Class A common stock have been sold by such employees, or at such time as we determine, in our sole discretion, that such employees do not intend to sell the full number of shares allocated to them.
- (2) Group 2: Second, after all shares allocated to Group 1 participants have been subscribed for, our non-affiliate stockholders identified in the section of this offering circular captioned “*Principal and Selling Stockholders*” as Group 2 participants will have an opportunity to offer up to 273,521 shares of Class A common stock, representing up to \$7.5 million in offering proceeds, upon conversion of any shares of Class B common stock held by such stockholders, allocated on a *pro rata* basis commensurate with each such stockholder’s relative ownership of our common stock. Offers by such non-affiliate stockholders will terminate when 273,521 shares of Class A common stock have been sold by such non-affiliate stockholders, or at such time as we determine, in our sole discretion, that such non-affiliate stockholders do not intend to sell the full number of shares allocated to them.
- (3) Group 3: Third, after all shares allocated to Group 2 and Group 3 have been subscribed for, Mr. Richardson and Mr. Castagnoli will have an opportunity to offer up to 248,050 shares of Class A common stock, representing up to \$6.85 million in offering proceeds, upon conversion of any shares of Class B common stock held by such stockholders, allocated on a *pro rata* basis commensurate with Mr. Richardson’s and Mr. Castagnoli’s respective relative ownership of our common stock. Offers by Mr. Richardson and Mr. Castagnoli will terminate when 248,050 shares of Class A common stock have been sold by Mr. Richardson and Mr. Castagnoli, or at such time as we determine, in our sole discretion, that Messrs. Richardson and Castagnoli do not intend to sell the full number of shares allocated to them.

Any shares of Class A common stock that the selling stockholders decline to offer may instead be offered by us upon the completion or termination of the Secondary Offering. In no circumstance will the total amount of Class A common stock offered by us and the selling stockholders exceed \$75.0 million in the aggregate, nor will the amount of Class A common stock offered by the selling stockholders exceed \$22.5 million, or 30% of the aggregate offering price of the Class A common stock offered by us and the selling stockholders in this offering. In regard to the Secondary Offering, each group of offered shares must be fully subscribed for before we will permit the offering of the next group of shares.

TABLE OF CONTENTS

Sales by officers and directors

As noted above, certain of our officers and directors may make offers and sales of our Class A common stock in this offering, either on our behalf or on behalf of the selling stockholders (which may include certain of our officers and directors). To the extent that our officers and directors make any such sales, they will rely on the safe harbor from broker-dealer registration set out in Rule 3a4-1 of the Exchange Act. Our officers and directors may rely upon the safe harbor in Rule 3a4-1 because: (i) they are not subject to any statutory disqualifications, as defined in Section 3(a)(39) of the Exchange Act, (ii) they will not be compensated in connection with the sale of the Company's securities by the payment of commissions or other remuneration based either directly or indirectly on transactions in the securities, (iii) they are not associated persons of a broker or dealer, (iv) they will primarily perform, at the end of the offering, substantial duties for or on behalf of the Company, otherwise than in connection with transactions in securities, (v) they were not a broker or dealer, or associated persons thereof, within the preceding 12 months, and (vi) they do not participate in selling an offering of securities for any issuer more than once every 12 months, except in reliance on (iv) and (v) above.

Common Stock Tokens

Our Class A common stock exists solely as book-entry shares within the records of the Transfer Agent. Shares of our Class A common stock will not have traditional share certificates. We intend that each share of our Class A common stock will be represented by a digital Common Stock Token that will be viewed through the Exodus Platform. Common Stock Tokens are only digital representations of our Class A common stock, contain no voting, governance, economic or other rights, and cannot be traded independently of the Class A common stock. At the time of the commencement of this Offering, our Common Stock Tokens will not yet be available. We expect that our Common Stock Tokens will be available within nine months of the qualification of this offering. If we make Common Stock Tokens available we will notify our Class A common stock holders by filing a Form 1-U, contacting the holders of our Class A common stock directly through our desktop and mobile apps, and posting notices on our desktop and mobile apps. Common Stock Tokens are not shares of Class A common stock; rather, they are digital representations of the number of shares purchased and held by a given stockholder. We recognize that the use of Common Stock Tokens as representations of the number of shares purchased and held by a given stockholder is novel, and therefore if we make Common Stock Tokens available, we reserve the right to discontinue the usage of Common Stock Tokens and revert to traditional or other methods of share certification. We may choose to discontinue the usage of Common Stock Tokens so as to permit our Class A common stock to trade on a trading platform that is not currently equipped to handle digital tokens. Should we choose to discontinue the usage of Common Stock Tokens, this decision would have no effect on the ability of holders of our Class A common stock to trade their Class A common stock on an ATS or through other means. We would notify holders of our Common Stock Tokens of any decision to make Common Stock Tokens available or discontinue their use by (1) posting a notice on the Exodus Platform that would be viewable when a holder signs onto the Exodus Platform, (2) delivering a notice to each holder by electronic mail and (3) filing with the SEC a Current Report Pursuant to Regulation A on Form 1-U. If we make Common Stock Tokens available, the ownership and transfer of shares of our Class A common stock will be recorded in book-entry form by the Transfer Agent and, the transfer of Common Stock Tokens will be recorded on the Common Stock Token's relevant blockchain.

Although records of secondary transfers of Common Stock Tokens between stockholders, which we refer to as "peer-to-peer" transactions, would be viewable on a blockchain network, record and beneficial ownership of our Class A common stock is reflected solely on the book-entry records of the Transfer Agent. The Transfer Agent is regulated by the SEC and the Transfer Agent's records constitute the only official shareholder records for our Class A common stock and govern the record ownership of our Class A common stock in all circumstances.

If Exodus makes Common Stock Tokens available, the process will occur as follows: The Transfer Agent maintains a record of all holders of Class A common stock who also possess Exodus wallet addresses. The Transfer Agent will automatically provide each Exodus wallet address associated with a holder of Class A common stock with one Common Stock Token per share of Class A common stock held by such holder. The holder of Class A common stock can choose to either leave the Common Stock Tokens in the Exodus wallet, or

TABLE OF CONTENTS

the holder can contact the Transfer Agent and request that the Transfer Agent remove the Common Stock Tokens from the wallet. If the Transfer Agent removes the Common Stock Tokens, the Transfer Agent will burn them. Holders of Class A common stock who do not possess an Exodus wallet address will not receive Common Stock Tokens.

Common Stock Tokens are “Securitize DS Protocol” digital tokens that are transferrable between approved accounts in peer-to-peer transactions on a blockchain network, as described below under “—Trading shares of Exodus Class A common stock following the closing of this offering”. Common Stock Tokens are created, held, distributed, maintained and deleted by the Transfer Agent, and not by Exodus and cannot be created or deleted by any entity other than the Transfer Agent.

The Transfer Agent uses the Securitize DS Standard (which can interface with various blockchain networks’ programming standards) to program any relevant compliance-related transfer restrictions that would traditionally have been printed on a paper stock certificate onto “smart contracts” (computer programs written to the relevant blockchain), which allows the smart contract to impose the relevant conditions on the transfer of the Common Stock Tokens. One example of such coding is a restriction on to whom Common Stock Tokens may be transferred. The restrictions are coded as a smart contract that overlays the Common Stock Token, and the restrictions act in the same way as transfer restrictions printed on a stock certificate do, in that they prevent the unauthorized transfer of shares. Relevant transfer restrictions will be provided to the Transfer Agent by the Company.

How to purchase shares of our Class A common stock in this offering

Creation of an account

In order to purchase shares of our Class A common stock, a new potential purchaser must first create an account on the website of our Transfer Agent. There is no charge for setting up this account and any person or entity that establishes an account is under no obligation to participate in the Offering. Setting up an account can be done directly on the website of the Transfer Agent, or it can be done through a link to the Transfer Agent’s website from within the Exodus Platform. In order to set up an account with the Transfer Agent through a link on the Exodus Platform, a potential purchaser must navigate to www.exodus.com, download the desktop version of the Exodus Platform and follow the installation instructions to set up the Exodus Platform on their computer. Once the potential purchaser has set up the Exodus Platform and created an account on the Exodus Platform, the potential purchaser must click on a link to the Transfer Agent’s website that appears within the Exodus Platform. The link will open up the potential purchaser’s web browser and take the potential purchaser to the website of the Transfer Agent.

All information provided by a potential purchaser to the Transfer Agent is provided by the potential purchaser directly to the Transfer Agent, not to Exodus, and held solely by the Transfer Agent and not by Exodus. The Transfer Agent will maintain the identity of each record holder of our Class A common stock.

On the Transfer Agent’s website, a potential purchaser must complete required anti-money laundering and know-your-customer processes (the “**Processes**”). As part of the Processes, the Transfer Agent will request that potential purchasers provide their address of residence. We will not offer or sell our Class A common stock within Arizona, Florida or Texas, or to residents of those states. Therefore, residents of Arizona, Florida and Texas will not be approved to be eligible to purchase Class A common stock. Once a potential purchaser has completed the Processes and been approved to be eligible to purchase Class A common stock, the potential purchaser’s identity will be added to the Transfer Agent’s “whitelist.” The whitelist is a list maintained by the Transfer Agent of approved persons or entities who have complied the required Processes, including providing the Transfer Agent with various required personal information and documentation. Class A common stock may only be sold or transferred to people or entities on the whitelist. It is possible that in the future the Company may either choose to hire a separate, third-party provider of the Processes or this task may be performed by a broker affiliated with an ATS on which the Company’s Class A common stock will trade. In either case, such external providers would perform the Processes and provide the results to the Transfer Agent, who would then add the approved persons and entities to the whitelist.

Once a potential purchaser has completed the Processes and been added to the whitelist, the potential purchaser will be shown a link that returns the potential purchaser to the Exodus Platform. On the Exodus Platform, a potential purchaser will be asked to certify that they are either an accredited investor within the meaning of Regulation D under the Securities Act, or that their investment in Exodus Class A common stock

TABLE OF CONTENTS

does not represent more than 10% of the greater of their annual income or net worth (for natural persons), or 10% of the greater of annual revenue or net assets at fiscal year-end (for non-natural persons). In addition, the potential purchaser will be provided with all necessary documentation that must be supplied to a potential purchaser in order for the potential purchaser to take part in this Offering. Such documentation will include relevant investor disclosure such as the offering circular. The potential purchaser will then be able to review and sign the relevant documents, such as subscription agreements and investor disclosures and confirm their purchase of the Class A common stock being sold in this Offering. The potential purchaser will provide information for funding their purchase through the Exodus Platform, and the information will be sent directly to the Transfer Agent through a user interface that has been consented to by the Transfer Agent. This user interface between the Transfer Agent and the Exodus Platform will also allow a potential purchaser to view the amount of Class A common stock the potential purchaser has deposited funds for on both the Exodus Platform and on the website of the Transfer Agent.

Prior to the qualification of the offering, we have engaged in testing-the-waters activities that utilize the Exodus Platform. We have provided potential investors with a link to the Securitize platform where they can complete the Processes and we have allowed them to provide us with an expression of interest in the offering by signing up and requesting more information about the offering. We will not make any offering of securities unless an offering statement has been filed with the SEC and we will not make any sale of securities until an offering statement has been qualified by the SEC.

Issuance of Class A common stock and Common Stock Tokens

The initial issuance of shares of Class A common stock at the closing of this Offering will be made by the Transfer Agent to the potential purchasers who created accounts with the Transfer Agent, were added to the Transfer Agent's whitelist and deposited payment for their potential purchase into the crypto escrow wallet. Once the purchase of our Class A common stock has been completed, and if we make available Common Stock Tokens, each purchaser would be represented on the blockchain used by the Common Stock Tokens with a unique identification number built from the whitelisting information provided by such purchaser.

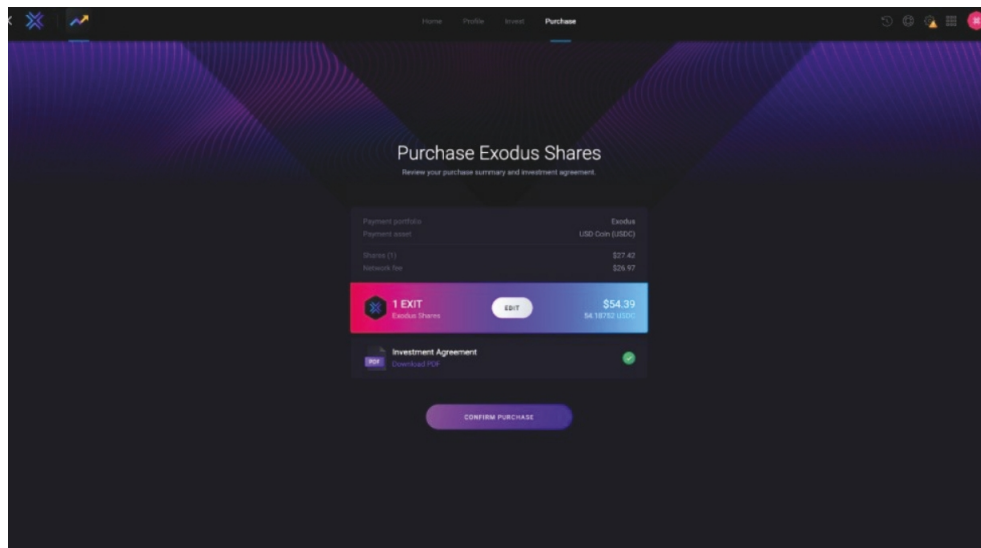
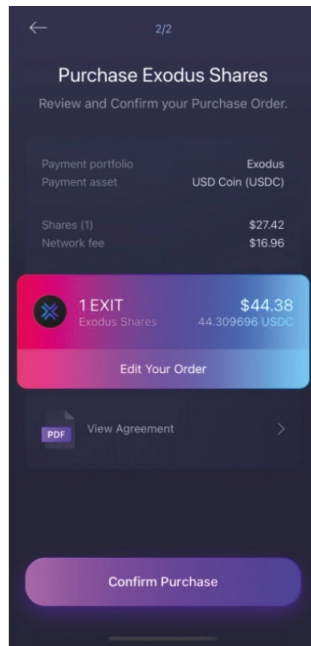
The Class A common stock is priced in U.S. dollars. In order to purchase our Class A common stock, potential purchasers must pay the purchase price for our Class A common stock in either Bitcoin, Ether, or USDC. Purchasers must also pay the applicable network fee required to transact in the purchaser's selected crypto asset, which is paid directly to the crypto asset's network, not to Exodus.

All proceeds for the sale of our Class A common stock will be held in escrow by us until the closing of this offering. If the Offering is terminated or expires prior to the closing of the Offering and no shares of our Class A common stock have been issued, we will release the escrowed proceeds back to the relevant purchasers. Escrowed proceeds will be released back in the amount and form of payment that was made on the original date of payment, and payments will be returned in the same crypto asset that such payment was made in. We will not use a third-party escrow agent in connection with this offering. All of the Bitcoin, Ether and USDC proceeds for the sale of our Class A common stock will be held by Exodus in a separate wallet designated as the "crypto escrow wallet." The value in U.S. dollars of the Bitcoin, Ether or USDC used to purchase shares of our Class A common stock will be calculated based on publicly available exchange rates at the point in time at which the purchaser transfers such crypto asset to the crypto escrow wallet, and is recorded by Exodus at such point of transfer. We intend to use the exchange rates quoted by Open Exchange Rates to determine the U.S. dollar value of Bitcoin, and exchange rates quoted by Open Exchange Rates and CoinMarketCap to determine the U.S. dollar value of Ether and USDC. If we are unable to obtain conversion rates from Open Exchange Rates or CoinMarketCap, as the case may be, at the point of transfer, we may rely on publicly available exchange rates quoted by other exchange operators.

Before you initiate a crypto asset payment for shares of Class A common stock, the Exodus Platform will provide a confirmation showing the U.S. dollar purchase amount, the type of crypto asset that the purchaser has chosen to make the payment in, the amount of the selected crypto asset that will be transferred and the number of Class A common stock to be issued to the purchaser subject to the acceptance of the purchaser's subscription.

[TABLE OF CONTENTS](#)

An example of this confirmation is provided in the figure below.



Exodus will not convert crypto asset payments into U.S. dollars at any time during the escrow period, and will not make any adjustments to the U.S. dollar conversion amounts to reflect changes in the value of such crypto assets during the escrow period.

If we reject your subscription for any reason, our sole obligation to participants in this offering will be to return to such participants, without interest or penalty, as soon as practicable, such participants' subscription

TABLE OF CONTENTS

payments in the amount and form of payment that was made on the original date of payment. Payment will be returned in the same crypto asset that it was made in. Consequently, for participants who utilize crypto assets to purchase Class A common stock, the amount and type of crypto assets returned to such participants will be the same amount and same type of crypto asset used to make the payment on the original date of payment. A participant will not be permitted to receive a return payment in any form of payment different than the one the participant used on the original date of payment.

This offering will close upon the earliest of (1) December 31, 2021, (2) the date at which \$75 million of our Class A common stock has been sold, (3) the date which is one year after this offering is qualified by the SEC, or (4) the date on which this offering is earlier terminated by the Company in its sole discretion.

Upon the closing of this offering, the Transfer Agent will record the issuance of each share of Class A common stock to the relevant purchasers via the book-entry method. Upon completion of the book-entry record, if we make available Common Stock Tokens, the Transfer Agent would then transfer one Common Stock Token per share of Class A common stock purchased to the purchaser's Exodus wallet, the address of which the purchaser will have provided to the Transfer Agent during the process of creating their account with the Transfer Agent.

Following the closing of this offering, a number representing the number of shares of Class A common stock held by the stockholder will be visible on the Exodus Platform and on the Transfer Agent's website. On the Transfer Agent's website, stockholders can view their stock holdings, review stockholder correspondence and disclosures from the Company, and sign stockholder documents.

Trading shares of Exodus Class A common stock following the closing of this offering

Peer to peer transactions

Following the closing of this offering, our Class A common stock may be sold in peer-to-peer transactions and the Common Stock Tokens transferred in accordance with such sales, subject to satisfaction of compliance-related transfer restrictions coded onto the Common Stock Tokens. Holders of shares our Class A common stock may transfer such shares through the book-entry transfer facilities of the Transfer Agent even if there is no means by which to separately transfer the Common Stock Tokens.

Once the Offering has closed, and if we make Common Stock Tokens available, the Transfer Agent will use a two-step process to ensure that any subsequent peer to peer transfers of the Company's Class A common stock are made in compliance with federal securities laws.

The following description assumes that Common Stock Tokens have been made available. In order for any subsequent peer to peer transfer of Class A common stock utilizing the Common Stock Tokens to occur, (i) the holder and recipient of the Class A common stock must be on the whitelist and (ii) the transfer must not violate any of the Class A common stock transfer restrictions that have been programmed onto the holder's Common Stock Tokens. All transfers of Common Stock Tokens must comply with the Class A common stock transfer restrictions programmed onto the Common Stock Tokens. It is anticipated that peer to peer transfers will occur in the following way:

1. A holder of Class A common stock opens the Exodus platform and clicks on the "Offering App," a specific app within the Exodus platform. The Offering App is connected to the Transfer Agent through an API connection, which allows the Offering App and the Transfer Agent to share information. When the holder opens the app, the holder will see the number of Common Stock Tokens that the holder possesses, each one of which represents a share of Class A common stock owned by the holder.
2. The holder types into the Offering App the wallet address that represents the person or entity to whom the holder wishes to transfer Class A common stock. The holder then types into the Offering App the number of Common Stock Tokens to be transferred from the holders' wallet address to the wallet address representing the recipient. The holder then initiates the transfer. When the holder initiates the transfer, the holder is initiating a transfer of Common Stock Tokens that represent the number of shares of Class A common stock that the holder wishes to transfer, and it is the Common Stock Tokens that will move on a blockchain network from the wallet address of the holder to the wallet address of the recipient.

TABLE OF CONTENTS

3. When a transfer as described above has been initiated, all relevant information about the transfer, including the identity of the holder and the wallet addresses of the holder and the potential recipient, is sent from the Company to the Transfer Agent through the API connections. The Transfer Agent's Securitize DS Standard protocol checks the unique identification number assigned to both the sender's and the receiver's wallet addresses, which was assigned as part of the whitelisting process. If either the sender or the receiver do not have a whitelisted identification number, the transfer will not be permitted by the protocol. In addition, the Securitize DS Standard protocol checks the transfer restrictions encoded on the holder's Common Stock Tokens to ensure that the proposed transfer does not violate any of the transfer restrictions.
4. When the Transfer Agent's validation process is complete, and the Securitize DS Standard protocol has approved the transfer, the transfer of the Common Stock Token will be permitted. Simultaneous with the transfer of the Common Stock Token, the Transfer Agent will record a transfer of the Class A common stock in the book-entry stock records of the Company.
5. The Transfer Agent performs a reconciliation process between its book-entry records of the Company's Class A common stock and the movement of the Common Stock Tokens on their blockchain on a daily basis. The reconciliation process consists of the Transfer Agent's compliance officer reviewing, at close of business, the book entry records of Exodus against the daily record of movements of the Common Stock Tokens on their blockchain network. The compliance officer will also communicate with the Transfer Agent's customer service team so as to be informed of any pending or open transactions, or any disputes that have been raised in regard to Exodus's book entry records. In addition to the compliance officer's review, an automated review is also performed every 72 hours that compares the book entry records of Exodus against the number of Common Stock Tokens that have been provided to Exodus Class A common stockholders. The Transfer Agent has standard internal procedures to identify and resolve any discrepancies it identifies during the reconciliation process. If a discrepancy is identified, and the compliance officer cannot determine the origin of, and a resolution to, the discrepancy, the compliance officer will notify the general counsel of the Transfer Agent and the general counsel will review the discrepancy in conjunction with Exodus.

Holders of Class A common stock can request the Transfer Agent review their transactions if holders of Class A common stock believe that there is a discrepancy between the record of the Common Stock Tokens' movements on the blockchain and the book-entry records of the Company. To request a review, holders of Class A common stock must contact the Transfer Agent through its online support form, which can be accessed upon signing into the holder's account with the Transfer Agent. In addition, holders of Class A common stock have 24/7 access to an online investor knowledge base that provides holders with support guides and articles.

Should there be any unresolved discrepancy regarding any transfer of Common Stock Tokens or shares of Class A common stock, the Transfer Agent's book-entry records shall constitute the official shareholder records for our Class A common stock and govern the record ownership of our Class A common stock in all circumstances.

In order to transfer Common Stock Tokens on the Ethereum Blockchain, the Ethereum Blockchain requires the payment of network fees, sometimes referred to as "gas fees." These fees are payments made by users of the Ethereum Blockchain to the Ethereum Blockchain miners to compensate the miners for the computing energy required to process and validate transactions on the Ethereum Blockchain. The gas fee is determined by the Ethereum miners, and the miners can choose to decline to process a transaction if the gas fee does not meet their specified threshold. As a result, the amount of the gas fee can vary, and can increase due to increased demand for the miners' services in processing Ethereum transactions. In 2020, the average transaction gas fee for Ethereum ranged from \$0.07 to \$12.54, but in February 2021, the gas fee reached a high price of \$252.33. If we choose to make available Common Stock Tokens on the Ethereum Blockchain, any such gas fees will be paid by the person or entity that holds and is choosing to transfer Common Stock Tokens. Exodus reserves the right to utilize alternative blockchains for the Common Stock Tokens, and will provide holders of its Common Stock Tokens with appropriate notification should it choose to make available Common Stock Tokens on any blockchain, or if Exodus should choose to change the blockchain on which Common Stock Tokens were available.

TABLE OF CONTENTS

If we choose to make available Common Stock Tokens, records of transfers of Common Stock Tokens would be viewable on the Common Stock Token's blockchain. However, record and beneficial ownership of our Class A common stock is reflected on the records of the Transfer Agent. The Transfer Agent is regulated by the SEC and the Transfer Agent's records constitute the official shareholder records for our Class A common stock and govern the record ownership of our Class A common stock in all circumstances.

Transfers on an ATS, if available

We are in discussions with several ATSs regarding the availability of our Class A common stock for trading; however, these discussions may not be successful, and there can be no assurance that our Class A common stock will become available for trading on an ATS in the near term or at all. If, in the future, our Class A common stock were to become available for trading on an ATS we will provide all holders of our Class A common stock with instruction on how to access the ATS and how to trade their Class A common stock on any such ATS. We believe the procedure for trading Class A common stock on an ATS would have the following general structure:

1. A holder of Class A common stock opens the Exodus platform and clicks on the "ATS App," a specific app within the Exodus platform. The ATS App will connect the holder, through an API, to the ATS on which the Class A common stock is available to trade.
2. The ATS will either require holders of Class A common stock to open accounts on the ATS and confirm that the holder has completed the Processes, as defined above, or the ATS will maintain a connection to the Transfer Agent and will be able to import the Transfer Agent's information about the holder to identify the holder.
3. The holder will be able to trade shares of the Class A common stock on the ATS once the ATS has received its required information about the holder.
4. If the ATS supports the Common Stock Tokens, and Common Stock Tokens have been made available, the ATS will maintain a technologic connection to the Transfer Agent, and the Transfer Agent will validate for the ATS any proposed transfers of Common Stock Tokens using the same system described for peer to peer transfers. The Transfer Agent will also maintain the same system of reconciliation between the blockchain record of the movements of the Common Stock Tokens and the Company's book-entry records of its Class A common stock ownership.

It is possible that if our Class A common stock were to become available for trading on an ATS, potential purchasers who do not yet hold Class A common stock will be required to complete the Processes, as defined above, on the Transfer Agent's website, or the Company may either choose to hire a separate, third-party provider of the Processes or have the Processes performed by a broker affiliated with an ATS on which the Company's Class A common stock will trade. Any such external provider that performs the Processes would provide the results of the Processes and other relevant information about the potential purchaser to the Transfer Agent, who would then add any approved persons and entities to the whitelist, as described above.

Transfers of Class A common stock without Common Stock Tokens

It is always possible for holders of our Class A common stock to transfer their shares without using the Common Stock Tokens. To undertake such a transfer, the holder would contact the Transfer Agent and provide the Transfer Agent with all requested information regarding the transfer. The Transfer Agent would review the transfer restrictions applicable to the holder's Class A common stock and, if the proposed transfer was permitted, would record the transfer of the shares using the book-entry method. If Common Stock Tokens were made available, a transfer of shares undertaken in this manner would not be recorded on the blockchain record of the Common Stock Tokens.

If a transfer or sale of Class A common stock is made and the seller possesses Common Stock Tokens but does not transfer to the buyer the number of Common Stock Tokens that corresponds to the amount of Class A common stock sold, the Transfer Agent will remove the relevant amount of Common Stock Tokens from the seller's digital wallet and burn them, so that they no longer exist. If a purchaser of Class A common stock has an Exodus digital wallet and wishes to possess Common Stock Tokens, but the seller of the Class A common stock either did not possess Common Stock Tokens, or did not provide them to the purchaser, the Transfer Agent will provide the purchaser with new Common Stock Tokens.

TABLE OF CONTENTS

Transferring accounts and changing systems

We retain the right to select and change our transfer agent. We may choose to change our transfer agent, and if we were to do so, our current Transfer Agent would directly provide all stockholder data to the new transfer agent. As we do not retain any of our stockholders' personal information in their capacity as stockholders, we are not able to directly transfer this information. We also retain the right to list our Class A common stock on different trading platforms, which may or may not support our Common Stock Tokens. Should we choose to list on a different trading platform, our current Transfer Agent would directly provide all stockholder data to the relevant transfer agent for the new platform. If the new platform did not support our Common Stock Tokens, this would not affect the valid issuance of our Class A common stock nor would it affect the records of the Transfer Agent in regard to our Class A common stock.

State Law Exemption

We will not offer or sell our Class A common stock within Arizona, Florida or Texas, or to any resident of those states. As a Tier 2 offering pursuant to Regulation A under the Securities Act, this offering will be exempt from state "Blue Sky" law review, subject to certain state filing requirements and anti-fraud provisions, to the extent that our Class A common stock is offered and sold only to "qualified purchasers" or if our Class A common stock were to be listed on a national securities exchange. "Qualified purchasers" include: (i) "accredited investors" under Rule 501(a) of Regulation D and (ii) all other investors so long as their investment in our Class A common stock does not represent more than 10% of the greater of their annual income or net worth (for natural persons), or 10% of the greater of annual revenue or net assets at fiscal year-end (for non-natural persons). Accordingly, we reserve the right to reject any investor's subscription in whole or in part for any reason, including if we determine in our sole and absolute discretion that such investor is not a "qualified purchaser" for purposes of Regulation A.

LEGAL MATTERS

The validity of the securities offered hereby will be passed upon for us by Wilson Sonsini Goodrich & Rosati, Professional Corporation, Palo Alto, California.

EXPERTS

The consolidated financial statements as of December 31, 2020 and December 31, 2019 included in this offering circular have been so included in reliance on the report of WithumSmith+Brown, PC, an independent certified public accounting firm, given on the authority of said firm as experts in auditing and accounting.

WHERE YOU CAN FIND ADDITIONAL INFORMATION

We have filed with the SEC an offering circular on Form 1-A under the Securities Act with respect to the shares of our Class A common stock offered by this offering circular. This offering circular, which constitutes a part of the offering statement, does not contain all of the information set forth in the offering statement, some items of which are contained in exhibits to the offering statement as permitted by the rules and regulations of the SEC. For further information with respect to us and our Class A common stock, we refer you to the offering statement, including the exhibits filed as a part of the offering statement. Statements contained in this offering circular concerning the contents of any contract or document referred to are not necessarily complete. If a contract or document has been filed as an exhibit to the offering statement, please see the copy of the contract or document that has been filed. Each statement in this offering circular relating to a contract or document filed as an exhibit is qualified in all respects by the filed exhibit.

You may read and copy the offering statement, including the exhibits and schedules thereto, at the Public Reference Section of the SEC, 100 F Street, N.E., Room 1580, Washington, D.C. 20549. You may obtain information on the operation of the public reference rooms by calling the SEC at 1-800-SEC-0330. The SEC also maintains an Internet website that contains reports, proxy statements and other information about issuers, like us, that file electronically with the SEC. The address of that website is www.sec.gov. We also maintain a website at www.exodus.com, at which you may access these materials free of charge as soon as reasonably practicable after they are electronically filed with, or furnished to, the SEC. Information contained on our website is not a part of this offering circular and the inclusion of our website address in this offering circular is an inactive textual reference only.

As a result of this offering, we will become subject to the reporting requirements under Regulation A and, in accordance with this regulation, will file periodic reports, current reports, exit reports (if and when applicable), and other information with the SEC. These periodic reports, current reports, exit reports (if and when applicable), and other information will be available for inspection and copying at the SEC's public reference facilities and the website of the SEC referred to above.

EXODUS MOVEMENT, INC.

INDEX TO CONSOLIDATED FINANCIAL STATEMENTS

Consolidated Financial Statements

	<u>Page</u>
Independent Auditor's Report	F-2
Consolidated Financial Statements:	
Consolidated Balance Sheets as of December 31, 2020 and 2019	F-5
Consolidated Statements of Operations and Comprehensive Income (Loss) for the years ended December 31, 2020 and 2019	F-6
Consolidated Statements of Changes in Stockholders' Equity for the years ended December 31, 2020 and 2019	F-7
Consolidated Statements of Cash Flows for the years ended December 31, 2020 and 2019	F-8
Notes to Consolidated Financial Statements	F-9

INDEPENDENT AUDITOR'S REPORT

Board of Directors and Stockholders,
Exodus Movement, Inc.:

We have audited the accompanying consolidated financial statements of Exodus Movement, Inc. (the "Company"), which comprise the consolidated balance sheets as of December 31, 2020 and 2019, the related consolidated statements of operations and comprehensive income (loss), changes in stockholders' equity, and cash flows for the years then ended, and the related notes to the consolidated financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of the Company as of December 31, 2020 and 2019 and the results of its operations and its cash flows for the years then ended, in conformity with accounting principles generally accepted in the United States of America.

Emphasis of Matter — Uncertainties Related to Cryptocurrency Assets (also referred to as "Digital Currencies")

As disclosed in Note 3 to the consolidated financial statements, the Company held digital currencies with a carrying value of approximately \$7.7 million and \$3.5 million, in digital currencies, representing approximately 37% and 36% of total assets at December 31, 2020 and 2019, respectively. In addition, the Company's customers utilize the Company's un-hosted and non-custodial cryptocurrency software wallets to hold their personal digital assets. Significant information and risks related to such currencies includes, but is not necessarily limited to the following:

TABLE OF CONTENTS

Digital Currencies are Unregulated and Have Risks of Ownership

As of the date of these consolidated financial statements, cryptocurrencies are not subject to any regulatory oversight and while the public keys (e.g. account numbers) of virtual wallets holding cryptocurrencies reside on distributed networks and can be viewed publicly, the ownership of the wallets are not registered and therefore, anonymous. Ownership in the currencies residing in any wallet are evidenced only by demonstrating knowledge of both the public key of the virtual wallet holding the currencies and the underlying private key (e.g. passcode) of the cryptocurrencies residing within the virtual wallet. Knowledge of both these keys is required in order to demonstrate possession of the cryptocurrencies and therefore, ownership. Accordingly, prior to investing, investors who are directly or indirectly invested in such currencies should carefully evaluate and understand all relevant internal controls put in place by companies holding such assets on their behalf to understand how their investments are being protected and how inappropriate transfers of such assets are prevented.

Risks Related to Maintaining Private Key Security

Digital currency assets require the execution of the aforementioned confidential encrypted private key in order to initiate a transfer of the asset to another party. If the private key were to become lost, the Company would not be able to access the digital currency assets, thereby deeming the asset worthless to the Company. In addition, if another party were to gain access to the private key, along with the public key of the wallet holding the digital currencies, the other party could demonstrate ownership of the digital currencies and could either execute a transfer of the cryptocurrency asset or inappropriately utilize the digital currency assets as collateral for unauthorized financing.

Risks Related to Current and Continued Market Acceptance

Cryptocurrency assets are virtual currencies that have recently become significant in the marketplace and utilize blockchain technology in order to account for the transfer of such assets. These virtual assets have significant market volatility, which can significantly vary in a short period of time and can potentially vary between various pricing sources. These virtual assets are highly speculative in nature, and have potentially significant risks of ownership, which include, but are not necessarily limited to risks identified herein.

Regulatory Oversight and Considerations

As of the date of these financial statements, the U.S. Securities and Exchange Commission has expressed concerns regarding the adequacy and accuracy of marketplace information of cryptocurrency assets, which could impact individual state blue sky laws, potentially impacting the exchange of such assets for more widely accepted currencies, such as the US Dollar. In the event that regulations were implemented to address these concerns, such regulations could potentially have a significant adverse effect on the realization of these digital currency assets.

Risks Associated With a Cryptocurrency Majority Control

Since cryptocurrencies are virtual and transactions in such currencies reside on distributed networks, governance of the underlying distributed network could be adversely altered should any individual or group obtain 51% control of the distributed network. Such control could have a significant adverse effect on either the ownership or value of the cryptocurrency.

Financial Reporting Risks Related to Digital Currency Valuation

As of the date of these consolidated financial statements, there is currently no specific authoritative accounting literature under accounting principles generally accepted in the United States of America (U.S. GAAP) which addresses the accounting for digital assets, including digital currencies. Certain non-authoritative sources have concluded that digital currencies should be accounted for as intangible assets, where the digital currency asset should be recorded at the lower of its original cost or fair value, whereby any recorded write-downs could not be recovered in the future. The Company's management has concluded that its digital currency assets should be valued at cost and reduced for any identified impairment charges, which is consistent with current practices. In the event that specific authoritative accounting guidance were to be issued after the release of these consolidated financial statements and such guidance was inconsistent

TABLE OF CONTENTS

with management's current accounting for its digital assets and a restatement would be determined to be required, any resulting restatement could have a significant impact on the Company's financial position, results of operations, and cash flows. The timing of any such authoritative guidance, if issued at all, is not determinable as of the date of these financial statements.

Risks Related to Transaction Authentication

As of the date of these consolidated financial statements, the transfer of digital currency assets from one party to another currently typically relies on an authentication process by an outside party known as a miner (or another authenticating party). In exchange for compensation, the miner will authenticate the transfer of the currency through the solving of a complex algorithm known as a proof of work, or will vouch for the transfer through other means, such as a proof of stake. Effective transfers of and therefore realization of cryptocurrency is dependent on interactions from these miners. In the event that there were a shortage of miners to perform this function, that shortage could have an adverse effect on either the fair value or realization of the cryptocurrency assets.

As discussed herein, holdings in digital currency assets are subject to current, emerging and potentially significant risks, including, but not necessarily limited to legal, regulatory, market valuation and proof of ownership risks. These risks are described in greater detail in Note 1 to the consolidated financial statements. Users of financial statements for entities that are associated with or hold cryptocurrency assets should carefully understand, consider and evaluate these and other risks related to cryptocurrency assets, when making investing decisions in such entities. Our opinion is not modified with respect to this matter.

/s/ WithumSmith+Brown, PC

New York, New York
February 26, 2021

[TABLE OF CONTENTS](#)

Exodus Movement, Inc. and subsidiaries
Consolidated Balance Sheets
(\$ in thousands)

ASSETS	2020	2019
	(Amounts in Thousands)	
CURRENT ASSETS		
Cash and cash equivalents	\$ 2,612	\$ 2,890
Restricted cash	—	235
Accounts receivable	2,753	413
Prepaid expenses	3,894	1,133
Other current assets	<u>3</u>	<u>103</u>
Total current assets	<u>9,262</u>	<u>4,774</u>
OTHER ASSETS		
Fixed assets, net	390	352
Digital assets, net	7,668	3,477
Software assets, net	2,248	980
Deferred offering costs	1,183	—
Deferred tax assets	<u>—</u>	<u>52</u>
Total other assets	<u>11,489</u>	<u>4,861</u>
TOTAL ASSETS	<u>\$20,751</u>	<u>\$ 9,635</u>
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES		
Accounts payable	\$ 443	\$ 91
Payroll liabilities	679	701
Taxes payable	338	—
Deferred revenue	77	
Current portion of note payable	<u>—</u>	<u>44</u>
Total current liabilities	<u>1,537</u>	<u>836</u>
LONG-TERM LIABILITIES		
SAFE notes	538	538
Deferred tax liability	853	—
Note payable, less current portion	<u>—</u>	<u>176</u>
Total long-term liabilities	<u>1,391</u>	<u>714</u>
Total liabilities	<u>2,928</u>	<u>1,550</u>
STOCKHOLDERS' EQUITY		
Preferred stock		
\$0.000001 par value, 5,000,000 shares authorized, no shares issued and outstanding	—	—
Class A common stock		
\$0.000001 par value, 32,500,000 shares authorized, no shares issued or outstanding for the year ended December 31, 2020	—	—
Class B common stock		
\$0.000001 par value, 27,500,000 shares authorized, 20,000,000 issued and outstanding for the year ended December 31, 2019	—	—
20,011,830 issued and outstanding for the year ended December 31, 2020	—	—
ADDITIONAL PAID IN CAPITAL	2,621	1,308
ACCUMULATED OTHER COMPREHENSIVE INCOME	248	—
RETAINED EARNINGS	<u>14,954</u>	<u>6,777</u>
Total stockholders' equity	<u>17,823</u>	<u>8,085</u>
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	<u>\$20,751</u>	<u>\$ 9,635</u>

The accompanying notes are an integral part of these consolidated financial statements.

[TABLE OF CONTENTS](#)

Exodus Movement, Inc. and subsidiaries
Consolidated Statements of Operations and Comprehensive Income (Loss)
(in thousands, except per share data)

	<u>2020</u>	<u>2019</u>
	<u>(Amounts in Thousands)</u>	
REVENUES	\$21,251	\$ 7,922
COST OF REVENUES		
Software development	3,465	3,000
Customer support	1,824	1,044
Security and wallet operations	<u>3,517</u>	<u>2,578</u>
Total cost of revenues	<u>8,806</u>	<u>6,622</u>
GROSS PROFIT	<u>12,445</u>	<u>1,300</u>
OPERATING EXPENSES		
General and administrative	3,802	2,235
Advertising and marketing	1,081	569
Depreciation and amortization	736	103
Impairment of digital assets	<u>2,430</u>	<u>1,738</u>
Total operating expenses	<u>8,049</u>	<u>4,645</u>
Income (loss) from operations	<u>4,396</u>	<u>(3,345)</u>
OTHER INCOME (EXPENSE)		
Gain on sale or transfer of digital assets	5,017	3,118
Interest expense	(6)	(3)
Interest income	<u>80</u>	<u>55</u>
Total other income and expense	<u>5,091</u>	<u>3,170</u>
Income (loss) before income taxes	9,487	(175)
INCOME TAX EXPENSE	<u>(1,310)</u>	<u>(55)</u>
NET INCOME (LOSS)	<u>\$ 8,177</u>	<u>\$ (230)</u>
OTHER COMPREHENSIVE INCOME (LOSS)		
Foreign currency translation adjustment	<u>248</u>	<u>—</u>
COMPREHENSIVE INCOME (LOSS)	<u>\$ 8,425</u>	<u>\$ (230)</u>
Basic net income per share:		
Basic net income (loss) per share of common stock	\$ 0.41	\$ (0.01)
Diluted net income (loss) per share of common stock	\$ 0.36	\$ (0.01)
Weighted average shares and share equivalents outstanding		
Basic	20,012	20,000
Diluted	22,749	20,000

The accompanying notes are an integral part of these consolidated financial statements.

Exodus Movement, Inc. and subsidiaries
Consolidated Statements of Changes in Stockholders' Equity
(in thousands)

	Class B Shares	Class A Common Stock*	Class B Common Stock	Additional Paid In Capital	Accumulated Other Comprehensive Income	Retained Earnings	Total Stockholders' Equity
BALANCES at December 31, 2018	<u>20,000</u>	<u>—</u>	<u>—</u>	<u>\$ 1</u>	<u>\$ —</u>	<u>\$ 7,007</u>	<u>\$ 7,008</u>
Stock based compensation	—	—	—	1,307	—	—	1,307
Net loss	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>(230)</u>	<u>(230)</u>
BALANCES at December 31, 2019	<u>20,000</u>	<u>—</u>	<u>—</u>	<u>1,308</u>	<u>—</u>	<u>6,777</u>	<u>8,085</u>
Stock based compensation	—	—	—	1,297	—	—	1,297
Exercised options	12	—	—	16	—	—	16
Foreign currency translation adjustment	—	—	—	—	248	—	248
Net income	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>8,177</u>	<u>8,177</u>
BALANCES at December 31, 2020	<u>20,012</u>	<u>\$—</u>	<u>\$—</u>	<u>\$2,621</u>	<u>\$248</u>	<u>\$14,954</u>	<u>\$17,823</u>

* No Class A shares issued or outstanding for the year ended December 31, 2020

The accompanying notes are an integral part of these consolidated financial statements.

[TABLE OF CONTENTS](#)

Exodus Movement, Inc. and subsidiaries
Consolidated Statements of Cash Flows
(\$ in thousands)

	2020	2019
	(Amounts in Thousands)	
CASH FLOWS FROM OPERATING ACTIVITIES		
Net income (loss)	\$ 8,177	\$ (230)
Adjustments to reconcile net income (loss) to		
Net cash provided by (used in) operating activities		
Depreciation and amortization	736	103
Deferred tax expense	905	54
Impairment of digital assets	2,430	1,738
Gain on sale or transfer of digital assets	(5,017)	(3,118)
Stock based compensation	1,297	1,307
Change in assets and liabilities:		
Digital assets	(1,604)	(896)
Accounts receivable	(2,340)	(227)
Prepaid expenses	(2,761)	(1,010)
Other current assets	100	(51)
Accounts payable	352	42
Income tax payable	338	(526)
Deferred revenue	77	—
Payroll liabilities	(22)	405
Net cash provided by (used in) operating activities	<u>2,668</u>	<u>(2,409)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchases of fixed assets	(141)	(355)
Development of software assets	(1,902)	(814)
Net cash used in investing activities	<u>(2,043)</u>	<u>(1,169)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Deferred offering costs	(1,183)	—
Proceeds from note payable	—	234
Payments on note payable	(219)	(14)
Exercise of stock options	16	—
Net cash provided by (used in) financing activities	<u>(1,386)</u>	<u>220</u>
Net increase (decrease) in cash and cash equivalents and restricted cash	(761)	(3,358)
Effects of exchange rate on cash	248	—
Cash and cash equivalents and restricted cash		
Beginning of the year	<u>3,125</u>	<u>6,483</u>
End of year	<u>\$ 2,612</u>	<u>\$ 3,125</u>

The following table provides a reconciliation of cash, cash equivalents and restricted cash reported within the accompanying balance sheet to amounts presented in this consolidated statements of cash flows:

	2020	2019
	(Amounts in Thousands)	
Cash and cash equivalents	\$2,612	\$2,890
Restricted cash	—	235
Total amounts presented in the consolidated statements of cash flows	<u>\$2,612</u>	<u>\$3,125</u>
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION		
Cash paid for interest	\$ 7	\$ 3
Cash paid for income taxes	—	600

The accompanying notes are an integral part of these consolidated financial statements.

Exodus Movement, Inc. and subsidiaries
Notes to Consolidated Financial Statements
(Amounts in Thousands)

1. Nature of Business and Summary of Significant Accounting Policies

Nature of Operations

Exodus Movement, Inc. and Subsidiaries (“Exodus” or “the Company” or “we”) is a technology company incorporated in Delaware in July 2016 that has developed the Exodus Platform, which is an unhosted and non-custodial cryptocurrency software wallet for multiple types of cryptocurrency. We have created a non-custodial cryptocurrency wallet (meaning we never have any access to wallet holders’ crypto assets) and partnered with third parties to provide various services that utilize our wallet through our crypto app store. Exodus earns revenue from providers of these services, which include crypto to crypto exchanges, sports betting, and the ability to earn rewards on crypto assets, with more to come in the future. We operate in the blockchain and crypto asset industry and our customers range from people completely unfamiliar to quite familiar with this technology. The Exodus Platform can currently be downloaded from the exodus.com website, the iOS app store, and the Google Play store.

Basis of Presentation and Principles for Consolidation

The accompanying consolidated financial statements of the Company are presented in U.S. Dollars in conformity with accounting principles generally accepted in the United States of America (“GAAP”). The accompanying consolidated financial statements include the accounts of the Company, Inc. and its wholly-owned subsidiaries. All material intercompany balances and transactions have been eliminated in consolidation.

The Company determines the consolidation for affiliated entities using Accounting Standards Codification (“ASC”) 810, Consolidation (“ASC 810”). ASC 810 requires consolidation if the reporting entity has a controlling financial interest in another entity, through voting interests or other means. We consolidate a variable interest entity (“VIE”) if it has the power to direct the activities that most significantly impact the VIE’s economic performance and if the reporting entity is the primary beneficiary of the affiliated entity. We have no VIEs for any of the periods presented. Prior to 2020, we had no subsidiaries or controlling interests and therefore the presentations for periods ending December 31, 2019 are not consolidated. In March 2020, we incorporated a wholly owned subsidiary, Proper Trust AG (“Proper Trust”), based in Zug, Switzerland.

Use of Estimates

The preparation of these consolidated financial statements requires us to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the consolidated financial statements, as well as the reported revenue generated and expenses incurred during the reporting periods. Our estimates are based on our historical experience and on various other factors that we believe are reasonable under the circumstances, the results of which form the basis for making judgments about the carrying value of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates under different assumptions or conditions, including uncertainty in the current economic environment due to COVID-19. We believe that the accounting policies discussed below are critical to understanding our historical and future performance, as these policies relate to the more significant areas involving management’s judgments and estimates.

Foreign Currency Translation

The assets and liabilities of the Company’s subsidiary are translated into U.S Dollars at exchange rates in effect at the consolidated balance sheet date. Income and expense items are translated at the average exchange rates prevailing during the period. The effects of these translation adjustments are presented in the consolidated statements of stockholders’ equity and in the consolidated statements of operations and comprehensive income (loss).

Accumulated Other Comprehensive Income

Accumulated other comprehensive income includes any gain or loss on foreign currency translation.

TABLE OF CONTENTS

Cash, Cash Equivalents and Restricted Cash

Cash and cash equivalents primarily consist of cash, money market funds and short-term, highly liquid investments with original maturities of three months or less in which the Company is exposed to market and credit risk. The Company maintains its cash and restricted cash in bank deposit accounts which at times, may exceed federally insured limits. The Company has not experienced any losses in these accounts and does not believe it is exposed to any significant credit risk from cash. In addition, the Company holds cash at crypto currency exchanges.

Restricted cash is legally restricted as to its use and is comprised of a certificate of deposit used to collateralize debt related to Company vehicles (see Note 7).

Accounts Receivable

We record accounts receivable at the invoiced amount. We do not maintain an allowance for doubtful accounts to reserve for potentially uncollectible receivables as we have no history of past due payments or disputes with our current customers.

The term between invoicing and when payment is due is not significant.

Concentration of Credit Risk

The Company has two types of financial statement instruments subject to credit risk. The Company maintains bank accounts in which the balances sometimes exceed the Federal Deposit Insurance Corporation (FDIC) limit of \$250,000. The Company's receivables also subject the Company to credit risk.

Adoption of Accounting Standards

In May of 2014, the FASB issued ASU 2014-09, *Revenue from Contracts with Customers* ("ASC 606") The core principle of the accounting guidance is that a company should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the company expects to be entitled in exchange for those goods or services. The new accounting guidance provides a five-step analysis of transactions to determine when and how revenue is recognized and requires enhanced disclosures about revenue. The guidance is effective for interim and annual reporting periods beginning after December 15, 2017. The adoption of the revenue standard will result in additional disclosures to enable users of financial statements to understand the nature, amount, timing, and uncertainty of revenue and cash flows arising from contracts with customers. This will include additional quantitative and qualitative disclosures regarding contracts with customers, including the nature of the related performance obligations, the contract asset and liability balances for customer contracts, including significant changes to these balances and significant judgments made in applying the guidance. The Company adopted the provisions of ASU 2014-09 as of January 1, 2018. The adoption of this update did not have a material impact on our consolidated financial statements.

In January 2016, the FASB issued ASU 2016-01, *Recognition and Measurement of Financial Assets and Financial Liabilities* (collectively, "ASU 2016-01"). ASU 2016-01 requires equity investments to be measured at fair value with changes in fair value recognized in net income; simplifies the impairment assessment of equity investments without readily determinable fair values by requiring a qualitative assessment to identify impairment; eliminates the requirement for public business entities to disclose the methods and significant assumptions used to estimate the fair value that is required to be disclosed for financial instruments measured at amortized cost on the consolidated balance sheet; requires public business entities to use the exit price notion when measuring the fair value of financial instruments for disclosure purposes; requires an entity to present separately in other comprehensive income the portion of the total change in the fair value of a liability resulting from a change in the instrument-specific credit risk when the entity has elected to measure the liability at fair value in accordance with the fair value option for financial instruments; requires separate presentation of financial assets and financial liabilities by measurement category and form of financial assets on the consolidated balance sheet or the accompanying notes to the financial statements; and clarifies that an entity should evaluate the need for a valuation allowance on a consolidated deferred tax asset related to available-for-sale securities in combination with the entity's other deferred tax assets. ASU 2016-01 is effective for consolidated financial statements issued for fiscal years beginning after December 15, 2017, and interim periods within those fiscal years. The Company adopted the provisions of ASU 2016-01 as of January 1, 2018. The adoption of this update did not impact the Company's consolidated financial statements and related disclosures.

TABLE OF CONTENTS

In February 2016, the FASB issued ASU 2016-02, *Leases* (“ASU 2016-02”) in order to increase transparency and comparability among organizations by, among other provisions, recognizing lease assets and lease liabilities on the consolidated balance sheet for those leases classified as operating leases under previous GAAP. For public companies, ASU 2016-02 is effective for fiscal years beginning after December 15, 2018 (including interim periods within those periods) using a modified retrospective approach and early adoption is permitted. In transition, entities may also elect a package of practical expedients that must be applied in its entirety to all leases commencing before the adoption date, unless the lease is modified, and permits entities to not reassess (a) the existence of a lease, (b) lease classification or (c) determination of initial direct costs, as of the adoption date, which effectively allows entities to carryforward accounting conclusions under previous GAAP. In July 2018, the FASB issued ASU 2018-11, *Leases: Targeted Improvements*, which provides entities an optional transition method to apply the guidance under Topic 842 as of the adoption date, rather than as of the earliest period presented. The Company adopted the provisions of ASU 2014-09 as of January 1, 2019. The adoption of this update did not have a material impact on our consolidated financial statements.

In June 2016, the FASB issued ASU 2016-13, *Financial Instruments—Credit Losses (Topic 326): Measurement of Credit Losses on Financial Instruments*. This ASU will require the measurement of all expected credit losses for financial assets, including account receivables, held at the reporting date based on historical experience, current conditions, and reasonable and supportable forecasts. The guidance is effective for annual reporting periods beginning after December 15, 2022 and interim periods within those fiscal years. The Company early adopted ASU 2016-13 as of January 1, 2020. The adoption of this update did not have a material impact on our consolidated financial statements.

In November 2016, the FASB issued ASU 2016-18, *Statement of Cash Flows: Restricted Cash* (“ASU 2016-18”), which clarifies the classification and presentation of restricted cash in the statement of cash flows. ASU 2016-18 requires amounts generally described as restricted cash be included with cash when reconciling the beginning-of-period and end-of-period total amounts shown on the statements of cash flows. The Company adopted ASU 2016-18 as of January 1, 2018.

In June 2018, the FASB issued ASU 2018-07, *Improvements to Nonemployee Share-Based Payment Accounting*, which simplifies the accounting for share-based payments granted to nonemployees for goods and services. Under the ASU, most of the guidance on such payments to nonemployees would be aligned with the requirements for share-based payments granted to employees. The changes take effect for public companies for fiscal years starting after December 15, 2018, including interim periods within that fiscal year. For all other entities, the amendments are effective for fiscal years beginning after December 15, 2019, and interim periods within fiscal years beginning after December 15, 2020. Early adoption is permitted. The Company adopted ASU 2016-18 as of January 1, 2019. The adoption of this update did not have a material impact on our consolidated financial statements.

Fixed Assets

Fixed assets are recorded at cost less accumulated depreciation. Maintenance and repairs are charged to expense as incurred; major renewals and betterments are capitalized. Depreciation is calculated on a straight-line basis over the estimated useful lives of the respective assets, which generally range from 3-5 years for equipment and furniture and 8 years for vehicles.

Intangible Assets

Digital Assets

Digital assets are recorded at cost less impairment and are classified as indefinite-lived intangible assets. An intangible asset with an indefinite useful life is not amortized but assessed for impairment monthly, or more frequently, when events or changes in circumstances occur indicating that it is more likely than not that the indefinite-lived asset is impaired. Impairment exists when the carrying amount exceeds its fair value. To the extent an impairment loss is recognized, the loss establishes the new cost basis of the asset. Subsequent reversal of impairment losses is not permitted. For the years ended December 31, 2020 and 2019, impairment charges of \$2.4 million and \$1.7 million, respectively, were recorded in the consolidated statements of operations and comprehensive income (loss).

TABLE OF CONTENTS

Software Development Costs

The Company applies ASC 985-20, *Software—Costs of Software to Be Sold, Leased, or Marketed*, in analyzing our software development costs. ASC 985-20 requires the capitalization of certain software development costs subsequent to the establishment of technological feasibility for a software product in development. Software development costs associated with establishing technological feasibility are expensed as incurred. Technological feasibility is established upon the completion of a working model. Based on our software development process, the working model is almost immediately placed in service. As such, we have not capitalized any costs under ASC 985-20.

The Company applies ASC 350-40, *Intangibles—Goodwill and Other—Internal Use Software*, in review of certain system projects. These system projects generally relate to software not hosted on our users' systems, where the user has no access to source code, and it is infeasible for the user to operate the software themselves. In these reviews, all costs incurred during the preliminary project stages are expensed as incurred. Once the projects have been committed to and it is probable that the projects will meet functional requirements, costs are capitalized. These capitalized software costs are amortized on a project-by-project basis over the expected economic life of the underlying product on a straight-line basis, which is typically three years. Amortization commences when the software is available for its intended use.

The Company accounts for website development costs in accordance with ASC 350-50, *Website Development Costs*. We capitalize internally developed website costs when the website under development has reached technological feasibility. We amortize these costs over an estimated life of three years.

Revenue Recognition

The Company applies the provisions of ASC 606 to determine the measurement of revenue and the timing of when it is recognized. Under ASC 606, revenue is measured as the amount of consideration we expect to be entitled to, in exchange for transferring products or providing services to our customers and is recognized when performance obligations under the terms of contracts with our customers are satisfied. ASC 606 prescribes a five-step model for recognizing revenue from contracts with customers: (1) identify contract(s) with the customer; (2) identify the separate performance obligations in the contract; (3) determine the transaction price; (4) allocate the transaction price to the separate performance obligations in the contract; and (5) recognize revenue when (or as) each performance obligation is satisfied.

The Company recognizes various charges to application programming interface ("API") providers which are based on user interactions conducted through APIs as revenue. Currently, the Company and/or Proper Trust have API agreements with providers of cryptocurrency-to-cryptocurrency exchanges, fiat-to-cryptocurrency conversions, cryptocurrency staking, and sports betting. The Company allows the providers to provide software services, which permit a user of our unhosted and non-custodial cryptocurrency software wallet to access the services of the provider through the APIs. Under the terms and conditions of the agreements, the Company and the providers have integrated the APIs into the Exodus Platform. In consideration for the integration by the Company of the APIs into the Exodus Platform software, API providers pay us an API fee for certain user interactions with API. These interactions are typically transactions of services between provider and a user, effected through the API.

Revenues from major API providers exceeding 10% of the total revenues at December 31, were as follows:

	<u>2020</u>	<u>2019</u>
	<u>(Amounts in Thousands)</u>	
Number of major API providers	3	3
Percentage of revenues	86.4%	91.5%
Amount of revenues	\$18,360	\$7,246

TABLE OF CONTENTS

The following table presents our revenues disaggregated by geography, based on the addresses of our customers (in thousands):

	2020		2019	
United States	\$ 577	2.7%	\$ —	—%
EMEA ⁽¹⁾	1,073	5.0	—	—
APAC ⁽¹⁾	19,350	91.1	7,256	91.6
Other Americas ⁽¹⁾	<u>251</u>	<u>1.2</u>	<u>666</u>	<u>8.4</u>
Total revenues	<u>\$21,251</u>	<u>100.0%</u>	<u>\$7,922</u>	<u>100.0%</u>

(1) Regions represent Europe, the Middle East, and Africa (EMEA); Asia-Pacific (APAC); and Canada and Latin America (Other Americas).

The following table presents our revenues disaggregated by product (in thousands):

	2020		2019	
Exchange aggregation	\$20,456	96.3%	\$ 7,922	100.0%
Consulting	673	3.2	—	—
Flat on-boarding	77	0.4	—	—
Staking	20	0.0	—	—
Gaming	4	0.0	—	—
Other	<u>21</u>	<u>0.1</u>	<u>0.55</u>	<u>0.0</u>
Total revenues	<u>\$21,251</u>	<u>100.0%</u>	<u>\$7,922</u>	<u>100.0%</u>

For transaction-based API fees, the transaction price is allocated per qualified interaction between the provider and the user. As each interaction occurs, we recognize revenue. With the majority of our revenue being transaction based, our revenue can vary significantly based on the type and number of interactions that occur each day.

For non-transaction-based API fees, the Company recognizes revenues based on performance obligations in the underlying contracts having been identified, priced, allocated, and satisfied.

The Company concluded that the contracts do not contain any significant financing components, as either much of the transaction consideration is variable, and is not substantially within the control of the Company or its customers, or the period between receipt of the funds and the satisfaction of performance obligations is largely within one year.

Cost of Revenues

Software Development

Software development costs consist primarily of payroll and related costs, fees paid to consultants and outside service providers. Most costs are expensed as incurred except for costs associated with Internal Use Software.

Customer Support

Customer support includes related salaries and costs, fees paid to consultants and outside service providers, and software or applications used for customer support. Customer support expenses are expensed as incurred.

Security and Wallet Operations

Security and wallet operations expenses consist of development operations and security related activities. Costs are primarily payroll and related costs, fees paid to consultants and outside service providers, and costs related to web hosting and maintaining servers. Most costs are expensed as incurred except for costs associated with internal use software.

TABLE OF CONTENTS

Operating Expenses

General and Administrative

General and administrative expenses consist of administrative, compliance, legal, investor relations, and financial operations. They include office expenses, meals and entertainment costs, software/applications for operational use, and other general and administrative expenses, including but not limited to technology subscriptions, travel, utilities, and vehicle expenses.

Advertising and Marketing

Sales and marketing costs are expenses associated with advertising, corporate marketing, public relations, promotional items, events and conferences and fees paid for software or applications used for advertising and marketing. Advertising and marketing expenses are expensed as incurred. For the years ended December 31, 2020 and 2019 advertising and marketing expenses were \$0.5 million and \$0.2, respectively.

Stock-based Compensation

Stock-based compensation cost is estimated at the grant date based on the fair value of the option award and is recognized as expense ratably over the vesting period of the award. The assumptions used in calculating the fair value of stock-based awards represent the Company's best estimates, but these estimates involve inherent uncertainties and the application of management judgment. As a result, if factors change and the Company uses different assumptions, its stock-based compensation expense could be materially different in the future. The Company elected to account for its graded vesting awards on a straight-line basis over the requisite service period for the entire award.

Income Taxes

The Company uses the asset and liability method of accounting for deferred income taxes. Under this method, deferred tax assets and liabilities are recognized for the expected future tax consequences of temporary differences between the carrying amounts and the tax basis of assets and liabilities at currently enacted tax rates.

These temporary differences primarily relate to net operating loss carryforwards available to offset future taxable income. Valuation allowances are established, if necessary, to reduce a deferred tax asset to the amount that will more likely than not be realized.

The Company recognizes tax liabilities from an uncertain tax position only if it is more likely than not that the tax position will not be sustained upon examination by the taxing authorities, based on the technical merits of the tax position. There are no uncertain tax positions that have been recognized in the accompanying consolidated financial statements. The Company is required to file tax returns in the U.S. federal jurisdiction and various states and local municipalities. The Company's policy is to recognize interest and penalties related to uncertain tax benefits in operating expenses. The Company paid \$0.01 million of penalties during the year ended December 31, 2019. There were no penalties paid during the year ended December 31, 2020.

Earnings per Share

The Company uses the if converted method to calculate earnings per share. Basic net income per share was computed by allocating undistributed earnings to common shares and using the weighted-average number of common shares outstanding during the period.

Diluted net income per share was computed using the weighted-average number of common shares and, if dilutive, the potential common shares outstanding during the period. Potential common shares consist of the incremental common shares issuable upon the exercise of stock options. The dilutive effect of outstanding stock options is reflected in diluted earnings per share.

TABLE OF CONTENTS

The following table set forth the computation of basic and diluted net income per share of common stock (in thousands, except per share amounts):

	For the years ended December 31,	
	2020	2019
Basic net income per share:		
Numerator		
Allocation of undistributed earnings (loss)	\$ 8,177	\$ (230)
Denominator		
Number of shares used in per share computation	<u>20,012</u>	<u>20,000</u>
Basic net income (loss) per share	<u>\$ 0.41</u>	<u>\$ (0.01)</u>
Diluted net income per share:		
Numerator		
Allocation of undistributed earnings (loss)	\$ 8,177	\$ (230)
Denominator		
Number of shares used in basic computation	20,012	20,000
Weighted-average effect of dilutive securities		
Stock options	<u>2,737</u>	<u>—</u>
Number of shares used in per share computation	<u>22,749</u>	<u>20,000</u>
Diluted net income (loss) per share	<u>\$ 0.36</u>	<u>\$ (0.01)</u>

Risks Associated with Digital Assets

Private Key Security

We currently hold significant amounts of bitcoin and other digital assets, and security breaches, computer malware, and other computer hacking attacks could result in a loss of these assets with no adequate source of recovery. Cryptocurrency holdings are anonymous and have an association with a set of private keys. Control of these private keys are necessary to demonstrate ownership and control, transfer or sell our cryptocurrency holdings.

Although we take significant steps to secure these private keys, to help better ensure they are not destroyed or stolen, we—like any other holder of cryptocurrency—cannot guarantee that the loss, destruction, or theft of its private keys is not possible. In the event that we lose one or more of our private keys, one or more of those private keys are somehow destroyed, or one or more if our private keys are somehow stolen or disclosed to another party, we could lose access to our cryptocurrency holdings, or our cryptocurrency holdings could be stolen.

The majority of our cryptocurrency holdings are held in non-custodial wallets with a multi-signature private key set up. Any transfer of cryptocurrency requires the use of multiple private keys that are separately controlled and secured by executive officers and directors of Exodus. A single executive officer or director is unable, on his or her own, to transfer any of our cryptocurrency. We have policies and procedures in place in case of death or disability on the part of these executive officers and directors that vest control of the private keys in our board of directors including the safekeeping of backup private keys.

From time to time, we may use custodial services for exchanging or investing certain assets. Procedures for these services are similar to that of traditional banks. When available, we utilize enhanced security measures such as Whitelisting approved receiving addresses.

Market Volatility

The prices of digital assets are extremely volatile. Fluctuations in the price of digital assets could materially and adversely affect our results of operations. The prices of cryptocurrencies, such as bitcoin, and other digital assets have historically been subject to dramatic fluctuations, and in the event of a decline in value of bitcoin, our financial position, results of operations, and cash flows could be materially and adversely affected.

TABLE OF CONTENTS

Digital Assets are Currently Unregulated

As of the date of these consolidated financial statements, digital assets are not subject to specific regulation. Accordingly, there are uncertainties related to the regulatory regimes governing blockchain technologies, cryptocurrencies, digital assets, and cryptocurrency exchanges, and new international, federal, state and local regulations or policies may materially adversely affect Exodus and the value of the Exodus Platform.

Cryptocurrency networks and blockchain technologies also face an uncertain regulatory landscape in many foreign jurisdictions, including (among others) the European Union, China, and Russia. Various foreign jurisdictions may, in the future, adopt laws, regulations or directives that affect Exodus. These laws, regulations or directives may conflict with those of the United States or may directly and negatively impact results of operations. The effect of any future regulatory change is impossible to predict, but any change could be substantial and materially adverse to Exodus, our results of operations, and adoption and value of the Exodus Platform.

Value of Crypto Assets

In December 2019, Association of International Certified Public Accountants (“AICPA”) produced a nonauthoritative practice aid titled, “*Accounting for and auditing of digital assets.*” The practice aid discusses initial classification, ongoing valuation and measurement, as well as sales of digital assets.

There is also no currently authoritative literature under GAAP that specifically addresses the accounting for crypto asset holdings, including digital assets like bitcoin. We have determined that crypto assets should be classified as intangible assets with indefinite useful lives; as such, they are recorded at their respective fair values as of the acquisition date. We do not amortize intangible assets with indefinite useful lives. We review indefinite-lived intangible assets at least monthly for possible impairment. We recognize impairment on these assets caused by decreases in market value based upon quoted prices for identical instruments in active markets. In addition, indefinite-lived intangible assets are reviewed for possible impairment between annual tests if an event occurs or circumstances change that would more likely than not reduce the fair value of the indefinite-lived intangible assets below their carrying values.

2. Prepaid Expenses

The Company prepays certain expenses due to the nature of the service provided or to capture certain discounts. The table below shows a breakout of these prepaid expenses for the periods presented (in thousands).

	<u>2020</u>	<u>2019</u>
Prepaid cloud services	\$1,634	\$1,028
Marketing expenses	1,221	—
Accounting, consulting, and legal services	663	—
Prepaid software	347	104
Other	<u>29</u>	<u>1</u>
Total	<u>\$3,894</u>	<u>\$1,133</u>

3. Intangible Assets

Digital Assets

The Company uses bitcoin and other cryptocurrencies in the ordinary course of its business and includes them as digital assets on the consolidated balance sheets. The Company considers these digital assets to be intangible assets and record them at cost less impairment. Digital assets not directly exchanged from the Company’s U.S. Dollar holdings are valued based on publicly available pricing data obtained from a well-known pricing service. The Company tracks its digital assets on a first in, first out basis and evaluates daily holdings for impairment. Realized gains or losses on cryptocurrency transactions are calculated as the difference between the value received versus the lower of the initial cost or the impaired value of the units being disposed. During the years ended December 31, 2020 and 2019, impairment charges of \$2.4 million and \$1.7 million, respectively, were recorded in our consolidated statements of operations and comprehensive income (loss). During the years ended December 31, 2020 and 2019, realized gains of \$5.0 million and \$3.1 million, respectively, were recorded in our consolidated statements of operations and comprehensive income (loss).

TABLE OF CONTENTS

The table below outlines the value of our digital assets based on publicly available rates as well as the book value.

	Bitcoin (BTC)	
	As of December, 31	
	2020	2019
Units	694	513
Book value (in thousands)	\$ 7,159	\$3,382
Market value (in thousands) ⁽¹⁾	\$20,141	\$3,691

	Ethereum (ETH)	
	As of December, 31	
	2020	2019
Units	1,613	809
Book value (in thousands)	\$ 498	\$ 64
Market value (in thousands) ⁽¹⁾	\$1,190	\$105

	Other Digital Assets	
	As of December, 31	
	2020	2019
Units	21,688	17,869
Book value (in thousands)	\$ 11	\$ 31
Market value (in thousands) ⁽¹⁾	\$ 15	\$ 46

(1) Market rate represents a determination of fair market value derived from publicly available information.

4. Fixed Assets, Net

Property and equipment, net, consisted of the following (in thousands):

	2020	2019
Computer equipment	\$ 294	\$165
Vehicles	255	255
Furniture and fixtures	<u>18</u>	<u>6</u>
Fixed assets, gross	567	426
Less: accumulated depreciation	<u>(177)</u>	<u>(74)</u>
Property and equipment, net	<u>\$ 390</u>	<u>\$352</u>

Depreciation expense was approximately \$0.1 million and \$0.06 million for the years ended December 31, 2020 and 2019, respectively.

5. Software Assets, Net

Software assets, net, consisted of the following (in thousands):

	2020	2019
Internal use software	\$2,904	\$1,003
Website	<u>53</u>	<u>53</u>
Software assets, gross	2,957	1,056
Less: accumulated amortization	<u>(709)</u>	<u>(76)</u>
Software assets, net	<u>\$2,248</u>	<u>\$ 980</u>

Amortization expense was approximately \$0.6 million and \$0.04 million for the years ended December 31, 2020 and 2019, respectively.

TABLE OF CONTENTS

The following summarizes the future amortization expense (in thousands):

<u>Year Ending December 31,</u>	
2021	\$ 601
2022	799
2023	627
2024	<u>221</u>
	<u>\$2,248</u>

6. Simple Agreement for Future Equity

In 2016 and 2017, the Company recorded Simple Agreements for Future Equity (“SAFEs”) totaling \$0.54 million as long-term debt. Management has determined that no conversion to equity is likely due to:

- The Company’s operations have generated cash such that a Sale of Preferred Stock which would trigger an Equity Financing Event is not needed to fund operations.
- The Company does not plan on participating in an IPO or any other event which would trigger a Change of Control.

As such, the Company valued only the debt component of the SAFEs and due to a lack of available inputs, fair market value was deemed to be the cost of the debt component. Until such time that one of the aforementioned events occurs, such SAFEs notes will remain classified as an outstanding liability for financial reporting purposes.

7. Note Payable

Our long-term debt consists of the following (in thousands):

	<u>2020</u>	<u>2019</u>
Note payable	\$—	\$220
Less: current portion	<u>—</u>	<u>(44)</u>
Long-term debt, less current portion	<u>\$—</u>	<u>\$176</u>

On July 30, 2019, we entered into a \$0.23 million term loan (the “Note”) with Arbor Bank. We used the proceeds to fund the purchase of Company vehicles. The Note was payable in 60 monthly installments. The Note bore interest at a fixed rate per annum of 3.5%. In November 2020, the Note was paid off in full.

The Note was collateralized by a Certificate of Deposit (“CD”) held with Arbor Bank. The CD earned less than \$0.01 million of interest for the years ended December 31, 2020 and 2019.

8. Common Stock

As of December 31, 2020, the authorized capital of the Company consists of common stock of 32,500,000 Class A shares, of which no shares had been issued or outstanding with a \$0.000001 par value, 27,500,000 Class B shares, of which 20,011,830 shares were issued and outstanding with a \$0.000001 par value, and 5,000,000 of preferred stock, of which no shares had been issued or outstanding for the year ended December 31, 2020. In August 2020, the Company’s outstanding common stock was split into A and B shares with previously issued shares and options being classified as Class B. The rights of the holders of Class A common stock and Class B common stock are identical, except with respect to voting and conversion rights. Each share of Class A common stock is entitled to one vote per share. Each share of Class B common stock is entitled to ten votes per share and is convertible into one share of Class A common stock. On February 15, 2021, the Company effected a two-for-one stock split to shareholders of record as of February 15, 2021. All share, and per share or per option information has been retroactively adjusted to reflect the stock split.

TABLE OF CONTENTS

Stock Based Compensation

Options Issued

Terms of our share-based compensation are governed by the 2019 Plan. The 2019 Plan permits the Company to grant non-statutory stock options, incentive stock options and other equity awards to Exodus employees, directors and consultants. The exercise price for options issued under the 2019 Plan is determined by the board of directors, but will be (i) in the case of an incentive stock option granted to an employee who owns stock representing more than 10% of the voting power of all classes of stock of Exodus, no less than 110% of the fair market value per share on the date of grant; or (ii) granted to any other employee, no less than 100% of the fair market value per share on the date of grant. The contractual life for all options issued under the 2019 Plan is 10 years. The 2019 Plan authorized grants to issue up to 3,000,000 options convertible into shares of authorized but unissued Class B common stock. As of December 31, 2020 and 2019, 901,680 options and 1,947,320 options had been awarded, respectively.

Options Valuation

We calculate the fair value of stock-based compensation awards granted to employees and nonemployees using the Black-Scholes option-pricing method. If we determine that other methods are more reasonable, or other methods for calculating these assumptions are prescribed by regulators, the fair value calculated for our stock options could change significantly. Higher volatility and longer expected lives would result in an increase to stock-based compensation expense to non-employees determined at the date of grant.

The material factors incorporated in the Black-Scholes model in estimating the fair value of the options granted for the periods presented were as follows:

	<u>Year Ended December 31,</u> <u>2020</u>	<u>Year Ended December 31,</u> <u>2019</u>
Expected dividend yield	0.00%	0.00%
Expected stock-price volatility	51.65-57.21	60.03%
Risk-free interest rate	0.27%-1.76%	1.76%
Term of options	4.53-6.06	5.98
Stock price	\$2.39	\$2.39

- *Expected dividend yield.* The expected dividend is assumed to be zero as we have never paid dividends and have no current plans to pay any dividends on our common stock.
- *Expected stock-price volatility.* The expected volatility is derived from the average historical volatilities of publicly traded companies within our industry that we consider to be comparable over a period approximately equal to the expected term.
- *Risk-free interest rate.* The risk-free interest rate is based on the U.S. Treasury yield in effect at the time of grant for zero coupon U.S. Treasury notes with maturities approximately equal to the expected term.
- *Expected term.* The expected term represents the period that the stock-based awards are expected to be outstanding. Ours historical share option exercise experience does not provide a reasonable basis upon which to estimate an expected term because of a lack of sufficient data. Therefore, we estimate the expected term by using the simplified method provided by the SEC. The simplified method calculates the expected term as the average of the time-to-vesting and the contractual life of the options.

[TABLE OF CONTENTS](#)

We will continue to use judgment in evaluating the expected volatility and expected terms utilized for our stock-based compensation calculations on a prospective basis. The following table summarizes stock option activities for the years ended December 31, 2020 and 2019:

	Options	Weighted Average Exercise Price	Aggregate Intrinsic Value	Weighted Average Remaining Contractual Term (Years)
Outstanding at December 31, 2018	—	—	—	—
Granted	1,947,320	\$2.39	—	5.98
Forfeited	14,254	\$2.39	—	5.98
Exercised	—	—	—	—
Outstanding at December 31, 2019	1,933,066	\$2.39	—	5.98
Granted	901,680	\$2.38	—	4.53-6.06
Forfeited	85,908	\$2.39	—	4.53-6.06
Exercised	11,830	\$1.36	—	4.53-6.06
Outstanding at December 31, 2020	<u>2,737,008</u>	<u>\$2.39</u>	<u>—</u>	<u>4.53-6.06</u>
Vested and exercisable at December 31, 2020	<u>1,882,060</u>	<u>\$2.39</u>	<u>—</u>	<u>4.53-6.06</u>

We recognized stock-based compensation of approximately \$1.3 million for the years ended December 31, 2020 and 2019.

9. Income Taxes

The components of the income tax provision as of December 31, 2020 and 2019 are as follows (in thousands):

Summary of current and deferred taxes	2020	2019
U.S. federal		
Current	\$ 406	—
Deferred	904	55
State and local		
Current	—	—
Deferred	—	—
Valuation allowance	—	—
Income tax provision	<u>\$1,310</u>	<u>\$55</u>

The reconciliation between the statutory and effective tax rates at December 31, 2020 and 2019 are comprised of the following:

	2020	2019
Effective income tax rate reconciliation		
Federal statutory rate	21.0%	21.0%
State and local income taxes, net of federal tax benefits	0.0%	0.0%
Permanent tax benefit	(2.8)%	(76.0)%
Non-deductible expenses	0.0%	(6.9)%
Tax credits	(2.0)%	30.5%
Change in tax rate	0.0%	0.0%
Other	(3.5)%	0.0%
Change in valuation allowance	<u>0.0%</u>	<u>0.0%</u>
Effective tax rate for income (loss) from continuing operations	<u>12.7%</u>	<u>(31.4)%</u>

TABLE OF CONTENTS

The tax effects of temporary differences and tax loss and credit carry forwards that give rise to significant portions of deferred tax assets and liabilities at December 31, 2020 and 2019 are comprised of the following (in thousands):

	2020	2019
Deferred tax assets/(liabilities):		
Prepaid expenses	\$(813)	\$(238)
Accounts receivable	(428)	(87)
Other	—	(16)
Fixed assets	(43)	—
Capitalized software, net of amortization	(472)	(206)
Digital assets	97	117
Amortization	—	—
Deferred revenue	16	—
Accounts payable	93	19
Accrued payroll and related expenses	143	147
Research tax credit carryover	—	41
Stock option expense	<u>554</u>	<u>275</u>
Total	(853)	52
Less: valuation allowance	<u>—</u>	<u>—</u>
Net deferred tax (liability) asset	<u><u>\$(853)</u></u>	<u><u>\$ 52</u></u>

In assessing the realization of deferred tax assets, management considers whether it is more likely than not that some portion or all of the deferred tax assets will be realized. The ultimate realization of deferred tax assets is dependent upon the generation of future taxable income during the period in which those temporary differences become deductible. Management considers the scheduled reversal of deferred tax liabilities, projected future taxable income and taxing strategies in making this assessment. Management believes it is more likely than not that the deferred tax assets will be realized. Accordingly, a full valuation allowance has not been established and deferred tax assets and related tax benefit have been recognized in the accompanying consolidated financial statements.

The Company has not identified any uncertain tax positions requiring a reserve as of December 31, 2020 and 2019.

10. Legal Proceedings

The Company is periodically involved in ordinary and routine litigation incidental to its business. The outcome of any such matters is not determinable as of the date of these consolidated financial statements.

11. Subsequent Events

Management has evaluated subsequent events occurring after the consolidated balance sheet date through the date of February 26, 2021, the date for which the consolidated financial statements were available to be released. Based upon this evaluation, Management has determined that no subsequent events have occurred other than noted below.

In January and February 2021, the Company issued 190,000 options under the 2019 Equity Incentive Plan.

In February 2021, we offered and our SAFE holders accepted a conversion of all of the SAFEs to 2,904,498 Class B shares of common stock.

On February 15, 2021, the Company effected a two-for-one stock split to shareholders of record as of February 15, 2021. All share, and per share or per option information has been retroactively adjusted to reflect the stock split.

PART III — EXHIBITS

Item 16. Exhibits

(a) *Exhibits.*

Exhibit Number	Description
2.1**	Amended and Restated Certificate of Incorporation of Exodus Movement, Inc.
2.2**	Amended and Restated Bylaws of Exodus Movement, Inc.
4.1**	Form of Subscription Agreement for Class A Common Stock
6.1**†	2019 Equity Incentive Plan of Exodus Movement, Inc.
6.2**	Form of API Agreement (U.S. Crypto-to-Crypto Exchanges)
6.3**	Form of API Agreement (International Crypto-to-Crypto Exchanges)
6.4**†	Offer Letter, dated as of March 15, 2019, by and between Exodus Movement, Inc. and James Gernetzke
6.5**	Platform Services, Transfer Agent and Registrar Agreement, dated as of December 23, 2020, by and between Securitize LLC. and Exodus Movement, Inc.
6.6**	Order Form 2, dated as of January 14, 2021, by and between Securitize LLC and Exodus Movement, Inc.
10.1**	Power of Attorney
11.1	Consent of Wilson Sonsini Goodrich & Rosati, Professional Corporation (included in Exhibit 12.1)
11.2	Consent of WithumSmith+Brown, PC
12.1	Opinion of Wilson Sonsini Goodrich & Rosati, Professional Corporation as to the legality of the securities being qualified
13.1**	Screenshots of the Shares App, as accessed through the desktop version of the Exodus Platform
13.2**	Exodus Shares Announcement, dated January 15, 2021
13.3	Exodus Shares FAQ
13.4**	Reddit Messages from JP Richardson, dated January 17, 2021, revised January 25, 2021
13.5**	Twitter Messages from JP Richardson, dated January 16, 2021, retweeted January 25, 2021
13.6**	Exodus Investor Webcast Transcript, dated March 12, 2021
13.7**	Exodus Marketing Presentation
13.8**	Press release, “Exodus To Conduct Live Webcast,” dated March 9, 2021
13.9**	Press release, “Exodus Files with the SEC,” dated March 3, 2021
13.10**	Exodus Marketing Email, dated March 11, 2021
13.11**	Twitter Message from Exodus, dated March 4, 2021
13.12**	Twitter Message from Exodus, dated March 10, 2021
13.13	Transcript of Clubhouse Talk, dated March 16, 2021
13.14	Transcript of YouTube Interview, dated March 23, 2021
13.15	Transcript of Pomp Podcast Interview, dated March 16, 2021
13.16	Forms of Emails from JP Richardson to Selective Prospective Investors

* To be filed by amendment

** Previously filed.

† Indicates a management contract or compensatory plan

SIGNATURES

Pursuant to the requirements of Regulation A, the issuer certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form 1-A and has duly caused this offering statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of Omaha, State of Nebraska, on March 24, 2021

EXODUS MOVEMENT, INC.

By: /s/ Jon Paul Richardson

Jon Paul Richardson

Chief Executive Officer

This offering statement has been signed by the following persons in the capacities and on the dates indicated below:

<u>Signature</u>	<u>Title</u>	<u>Date</u>
<u>/s/ Jon Paul Richardson</u> Jon Paul Richardson	Director and Chief Executive Officer <i>(Principal Executive Officer)</i>	March 24, 2021
<u>James Gernetzke</u>	Chief Financial Officer and Secretary <i>(Principal Financial and Principal Accounting Officer)</i>	March 24, 2021
<u>Daniel J. Castagnoli</u>	Director and President	March 24, 2021

*By: /s/ Jon Paul Richardson

Jon Paul Richardson

Attorney-in-fact

CONSENT OF INDEPENDENT AUDITOR'S

We consent to the use, in this Offering Statement on Form 1-A, as amended, of our independent auditor's report dated February 26, 2021, with respect to the audited consolidated balance sheets of Exodus Movement, Inc. as of December 31, 2020 and 2019 and the related consolidated statements of operations, changes in stockholders' equity, and cash flows for the years then ended, and the related notes to the consolidated financial statements. Our report includes explanatory paragraphs as to the uncertainties related to cryptocurrency assets.

We also consent to the reference to us under the caption "Experts" in the Offering Circular.

/s/ WithumSmith+Brown, PC

New York, New York
March 24, 2021



Wilson Sonsini Goodrich & Rosati
Professional Corporation

1700 K Street NW
Fifth Floor
Washington, D.C. 20006

t: 202.973.8800

March 24, 2021

Exodus Movement, Inc.
15418 Weir Street, #333
Omaha, Nebraska 68137

Re: Offering Statement on Form 1-A

Ladies and Gentlemen:

This opinion is furnished to you in connection with the Offering Statement on Form 1-A (File No. 024-11468), as amended (the "**Offering Statement**"), filed by Exodus Movement, Inc. (the "**Company**") with the Securities and Exchange Commission in connection with the qualification under the Securities Act of 1933, as amended (the "**Act**"), of (i) up to 1,914,661 shares of the Company's Class A common stock, par value \$0.000001 per share (the "**Class A Common Stock**"), to be issued and sold by the Company (the "**Primary Shares**") and (ii) up to 818,568 shares of Class A Common Stock (the "**Secondary Shares**" and, together with the Primary Shares, the "**Shares**") to be sold by certain selling stockholders (the "**Selling Stockholders**") identified in the Offering Statement and the offering circular included therein (the "**Offering Circular**") and issuable by the Company upon automatic conversion of shares of the Company's Class B Common Stock, par value \$0.000001 per share (the "**Class B Common Stock**"), held by the Selling Stockholders pursuant to the Company's amended and restated certificate of incorporation, as amended from time to time (the "**Certificate**"), in connection with such sales. We understand that the Shares are to be sold to the public pursuant to subscription agreements, to be entered into by and among the Company (on behalf of itself and the Selling Stockholders) and subscribers, each in substantially the form filed as an exhibit to the Offering Statement and as described therein and in the Offering Circular.

We are acting as special counsel for the Company in connection with the qualification of the Shares. In such capacity, we have examined originals or copies, certified or otherwise identified to our satisfaction, of such documents, corporate records, certificates of public officials and other instruments as we have deemed necessary for the purposes of rendering this opinion. In our examination, we have assumed the genuineness of all signatures, the authenticity of all documents submitted to us as originals, the conformity with the originals of all documents submitted to us as copies, the authenticity of the originals of such documents and the legal competence of all signatories to such documents.

We express no opinion herein as to the laws of any state or jurisdiction other than the laws of the State of New York, the General Corporation Law of the State of Delaware (including the statutory provisions and all applicable judicial decisions interpreting those laws) and the federal laws of the United States of America.

AUSTIN BEIJING BOSTON BRUSSELS HONG KONG LONDON LOS ANGELES NEW YORK PALO ALTO
SAN DIEGO SAN FRANCISCO SEATTLE SHANGHAI WASHINGTON, DC WILMINGTON, DE

On the basis of the foregoing, we are of the opinion that:

1. When the Offering Statement has become qualified under the Act and the Primary Shares have been issued, paid for and delivered in the accordance with the terms of the Subscription Agreements, the Primary Shares will be validly issued, fully paid and nonassessable.
2. When the Offering Statement has become qualified under the Act, the Subscription Agreement has been duly executed and delivered by each of the parties thereto and the Secondary Shares have been issued in accordance with the Certificate upon automatic conversion of shares of Class B Common Stock, the Secondary Shares will be validly issued, fully paid and nonassessable.

We consent to the use of this opinion as an exhibit to the Offering Statement, and we consent to the reference of our name wherever it appears in the Offering Statement, the Offering Circular and in any amendment or supplement thereto.

Very truly yours,

WILSON SONSINI GOODRICH & ROSATI
Professional Corporation
/s/ Wilson Sonsini Goodrich & Rosati, P.C.

Q What can we help you with?

Exodus Shares FAQ

Read the Exodus Disclosures ([//support.exodus.com/article/1539-disclosures-of-exodus-movement-inc](https://support.exodus.com/article/1539-disclosures-of-exodus-movement-inc)).

Learn more from our SEC Filing (https://www.sec.gov/Archives/edgar/data/1821534/000114036121006439/nt10013846x8_1a.htm).

In this Article:

- What is happening? (#about)
- Why might I be interested in being part of Exodus' growth? (#why-growth)
- Why are you looking to raise capital? (#why-raise-capital)
- How do I indicate my interest in a potential offering? (#interest)
- Can I buy shares of Exodus' Class A common stock right now? (#can-buy)
- In the Shares App, on the investor qualification page, what is the difference between "Accredited Investor" and "Regular Individual"? (#accredited-qualified)
- If Exodus decides to go ahead with this Regulation A offering, when and where would I be able to purchase shares? (#if-decides)
- Are you doing a traditional IPO? (#are-you-doing-an-ipo)
- Why are you considering this route versus a more traditional registered IPO? (#about-route)
- Who is Securitize? (#who-is-securitize)
- Why do I need to KYC to participate in the testing the waters? (#why-kyc)
- If you decide to conduct a Regulation A offering, where will the shares trade? (#where-trade)
- Will you keep people who are interested updated on your progress? (#update-progress)
- I am located internationally, can I also buy? (#international-interest)
- I am located in Arizona, Texas or Florida Internationally, how can I invest? (#blue-sky)
- How do you make money? (#about-make-money)
- How can I learn more about the company and your business model? (#learn-more)
- Bitcoin is going gangbusters. What happens to you when Bitcoin drops? (#bitcoin-drop)
- How can I ask more questions? (#more-questions)
- Where can I find more information about Securitize? (#securitize-faq)
- Will other companies be able to use the Exodus model of going public in the future? (#exodus-model)
- How does Exodus comply with OFAC sanctions requirements? (#sanctions)

What is happening?

On February 26, 2021, we publicly filed with the Securities and Exchange Commission a preliminary Offering Circular for the potential offering under Regulation A of up to \$75 million of shares of Class A common stock. A link to preliminary Offering Circular can be found [HERE](https://www.sec.gov/Archives/edgar/data/1821534/000114036121006439/nt10013846x8_1a.htm) (https://www.sec.gov/Archives/edgar/data/1821534/000114036121006439/nt10013846x8_1a.htm).

Help

Both accredited investors and non-accredited investors who are residents of the United States and its territories (except for the states of Arizona, Florida) would be able to participate in the potential Regulation A offering.

If you are located outside the United States, in conjunction with the potential Regulation A offering, we currently intend to directly list our Class A common stock on the MERJ Exchange in the Republic of Seychelles. Trading in our Class A common stock on the MERJ Exchange would be limited to non-U.S. persons located outside of the U.S.

We are also exploring, if we proceed with the Regulation A offering, making our Class A common stock available for trading, no later than nine months after the qualification of the Offering, on one or more alternative trading systems ("ATS") in the United States.

The potential offering of Class A common stock under Regulation A that we are currently considering would be offered in the following manner:

- Subscriptions for the shares of Class A common stock would be made through either the mobile or desktop versions of the Shares App of the Exodus Wallet. The Exodus Wallet with the Shares App is currently available for download on the exodus.io website.
- Subscriptions for the shares would be paid for with Bitcoin (BTC), Ethereum (ETH) and USD Coin (USDC).
- Securitize, Inc., a Delaware corporation and registered transfer agent, would be the transfer agent for the Shares, and would serve both U.S. and international stockholders.
- Within nine months after the qualification of the offering, we anticipate that the shares would be represented by digital Common Stock Tokens on a blockchain and would be held in the Exodus Wallet. The ownership and transfer of the shares would still be recorded on the books of Securitize (our transfer agent), and Securitize's records will still be the definitive legal record of ownership, but the Common Stock Tokens would be recorded on a blockchain.

Our mission at Exodus is to help the world exit the traditional financial system.

With cryptocurrency reaching all-time highs, we are taking action to accelerate our growth. We plan to invest even more in the expansion of our platform, including in our product, security, and customer service teams while accelerating growth by significantly increasing our marketing efforts to attract new users to the platform.

Staying on point with our mission, rather than conducting a traditional capital raise, such as a Private Series A preferred stock offering or a fully registered initial public offering of common stock, we are considering doing something far more interesting: a more user-friendly financing option that would empower our customers to participate in our capital raise with subscriptions made directly from within the Exodus Wallet, and by using certain digital assets for the purchase of our common stock. We believe this has the potential to revolutionize fundraising. If you have not already done so, please visit our exciting new app inside of the Exodus Wallet called "Shares".

Why might I be interested in being part of Exodus' growth?

Exodus enables consumers to manage many forms of cryptocurrency in a non-custodial interface. With cryptocurrency reaching all-time highs, we are taking action to accelerate our growth. Exodus is already performing well. Going forward, we plan to invest even more in the expansion of our platform, including in our product, security, and customer service teams, while accelerating growth by significantly increasing our marketing efforts to attract additional users to our platform. We are excited about our future and if you might be interested in being a part of it visit our Shares app.

Why are you looking to raise capital?

We are looking to accelerate growth and further invest in the expansion of our platform, including in software development and marketing. Rather than a traditional capital raise, such as a fully registered IPO or a private Series A preferred stock offering, we are considering raising capital through an SEC-qualified offering pursuant to Regulation A in a way that would utilize our wallet technology and that would allow people to purchase our Class A common stock by using certain digital assets.

How do I indicate my interest in a potential offering?

You'll need to go to the Shares App inside your Exodus wallet, from here you'll be able to complete your investor profile via Securitize ID and indicate interest in the Shares App.

Can I buy shares of Exodus' Class A common stock right now?

At this time, we are not offering or selling any shares of our Class A common stock. We have publicly filed a preliminary Offering Circular for the potential offering under Regulation A with the Securities and Exchange Commission. If you would like to let us know that you would be interested in this potential offering, please go to the Exodus Wallet and install the Shares app, from there you'll be able to set up your Securitize ID and register your potential interest.

In the Shares App, on the investor qualification page, what is the difference between "Accredited Investor" and "Regular individual"?

An "Accredited Investor" means an investor who meets certain minimum net worth or sophistication requirements that are defined in the SEC's Rule 501(a). In a potential Regulation A offering, if you are an accredited investor, you could potentially purchase the shares without the amount of your potential purchase being subject to net worth, revenue or income restrictions.

The term "Regular Individual" in the Shares App refers to a "non-accredited" investor. A non-accredited is not subject to any minimum net worth or sophistication requirements. However, in a potential Regulation A offering, if you are non-accredited investor, your potential purchase of shares would be restricted to no more than 10% of the greater of your (i) annual income or net worth (if a natural person), with annual income and net worth determined as provided in SEC Rule 501, or (ii) revenue or net assets for the most recently completed fiscal year end (if a non-natural person, such as a corporation or limited liability company).

If Exodus decides to go ahead with this Regulation A offering, when and where would I be able to purchase shares?

We are considering raising capital by selling our Common Stock through an SEC qualified offering pursuant to Regulation A, and we are currently "testing the waters" for interest. We may decide not to undertake a Regulation A offering or any other form of offering. Should we decide to move ahead with the Regulation A offering, if you have registered your interest through the Exodus Platform, we will be able to inform you about further developments when they occur.

Are you doing a traditional IPO?

No. We are considering a potential offering of up to \$75 million of shares of our Class A common stock pursuant to Regulation A. Both accredited investors and non-accredited investors would be able to participate in the potential Regulation A offering.

We are considering offering our shares in potential Regulation A offering, because it would, among other things, permit us to potentially offer our shares in the following manner:

- Subscriptions for the shares of Class A common stock would be made through either the mobile or desktop versions of the Shares App of the Exodus Wallet. The Exodus Wallet with the Shares App is currently available for download on the exodus.io website.
 - Subscriptions for the shares would be paid for with Bitcoin (BTC), Ethereum (ETH) and USD Coin (USDC).
 - Securitize, Inc., a Delaware corporation and registered transfer agent, would be the transfer agent for the Shares.
 - Within nine months after the qualification of the offering, we anticipate that the shares would be represented by digital Common Stock Tokens on a blockchain and would be held in the Exodus Wallet. The ownership and transfer of the shares would still be recorded on the books
-

of Securitize (our transfer agent), and Securitize's records will still be the definitive legal record of ownership.

Why are you considering this route versus a more traditional registered IPO?

Due to our positive performance to date, rather than conduct a private Series A preferred stock offering or fully registered IPO, we are exploring other financing options that, consistent with our mission, would empower our customers to participate in our capital raise through their Exodus wallets, and to purchase the common stock with certain digital assets. As such, we are considering raising capital through an SEC-qualified offering pursuant to Regulation A. We believe this has the potential to revolutionize fundraising.

Who is Securitize?

Securitize is a Delaware corporation that is registered as a transfer agent with the SEC. More information about Securitize can be found [HERE \(https://www.securitize.io/\)](https://www.securitize.io/).

Why do I need to KYC to participate in the testing the waters?

We wanted to receive indications of interest from potential investors in the same manner as we currently plan to receive subscriptions, should we move forward with the potential offerings. The potential offerings of Class A common stock under Regulation A that we are currently considering would be offered in the following manner:

- Subscriptions for the shares of Class A common stock would be made through either the mobile or desktop versions of the Shares App of the Exodus Wallet. The Exodus Wallet with the Shares App is currently available for download on the [exodus.com \(http://exodus.com\)](http://exodus.com) website.
- Subscriptions for the shares would be paid for with Bitcoin (BTC), Ethereum (ETH) and USD Coin (USDC).
- Securitize, Inc., a Delaware corporation and registered transfer agent, would be the transfer agent for the Shares and would be handling the KYC process.
- Within nine months after the qualification of the offering, we anticipate that the shares would be represented by digital Common Stock Tokens on a blockchain and would be held in the Exodus Wallet. The ownership and transfer of the shares would still be recorded on the books of Securitize (our transfer agent), and Securitize's records will still be the definitive legal record of ownership.

There is no requirement that you indicate your interest to us at this time. If Exodus moves forward with its offerings, you can wait until the time that Exodus offers its shares for purchase. However, should we move forward with the offerings, KYC through Securitize will be required in order to subscribe for shares of Exodus Class A common stock.

If you decide to conduct a Regulation A offering, where will the shares trade?

At this time, we are not sure whether there would be a place for shares of our Class A common stock to trade if we conduct Regulation A offerings. We do not intend to list our common stock on a stock exchange. However, we are reviewing the possibility that shares of our common stock may be able to trade on an alternative trading system, or ATS. If you have registered your interest through the Exodus Platform, we can keep you informed about further developments when they occur.

Will you keep people who are interested updated on your progress?

Yes - first you can register your interest in the Shares app. Also, you can sign up for our newsletter to keep informed. Link to sign up: [http://exodus.io/newsletter \(http://exodus.io/newsletter\)](http://exodus.io/newsletter)

I am interested internationally; can I also potentially buy?

We're exploring partnerships with other entities, such as MERJ Exchange, that could potentially make Exodus shares available for those in jurisdictions outside of the USA. We'll keep you updated. Please know that your Securitize IDs will be essential to the future availability of Exodus shares.

I am located in Arizona, Texas or Florida Internationally, how can I invest?

We're exploring partnerships with alternative trading systems (ATS) such as tZero, that could potentially make Exodus shares available in your jurisdiction, which are currently blocked due to Blue Sky laws. We'll keep you updated. Please know that your Securitize IDs will be essential to the future availability of Exodus shares

How do you make money?

We derive our revenues from API integration fees (both transaction- and non-transaction-based) that we charge to third parties who develop applications that our customers can access from the Exodus Wallet through an API

How can I learn more about the company and your business model?

Exodus is the maker of the Exodus Wallet, which provides an easy-to-use interface that enables our customers to manage their crypto assets on their desktop computers and mobile phones or transfer their assets to physical storage devices such as Trezor for added security.

The Exodus Wallet is non-custodial, meaning that our customers' private keys are encrypted locally on their own devices and Exodus can never access or take control of our customers' funds. We derive our revenues from API integration fees (both transaction- and non-transaction-based) that we charge to third parties who develop applications that our customers can access from the Exodus Wallet through an API.

Our desktop platform was first released in December 2015 to address an underserved market opportunity by allowing customers to access advanced wallet technology on the desktop. Since the creation of the Exodus Wallet, we estimate that we have had approximately 1.25 million customers with funded wallets across our desktop and mobile platforms.

You can learn more about our company and its products by reviewing our Regulation A offering circular that we have publicly filed with the SEC here (https://www.sec.gov/Archives/edgar/data/1821534/000114036121006439/nt10013846x8_1a.htm), this presentation (https://www.exodus.com/investors/documents/Exodus_Summary_FEB21.pdf), or by going to our website here (<https://support.exodus.io/category/91-company>) or our YouTube channel (<https://www.youtube.com/channel/UCpwUeFzkWEEduSoxpil1UsA>).

Bitcoin is going gangbusters. What happens to you when Bitcoin drops?

The Exodus Wallet enables our customers to manage multiple crypto assets on their desktop computers and mobile phones or transfer their assets to physical storage devices such as Trezor for added security and is not tied to one singular cryptocurrency.

How can I ask more questions?

Should we move ahead with the potential Regulation A offering, our transfer agent will be Securitize, who can be reached at InvestorSupport@securitize.io (mailto:InvestorSupport@securitize.io), and will be able to help you set up your Securitize ID and register your potential interest.

We have engaged an investor relations firm, LHA Investor Relations, to help ensure that our investors receive prompt responses about other potential Regulation A offering, should we move forward. Moriah Shilton and Kirsten Chapman can be reached directly at exodus@lhai.com (mailto:exodus@lhai.com) or 415-433-3777.

Where can I find more information about Securitize?

Securitize is a Delaware corporation that is registered as a transfer agent with the SEC. More information about Securitize can be found [HERE \(https://www.securitize.io/\)](https://www.securitize.io/).

Will you use the Exodus model of going public for other companies?

We are considering offering shares of our Class A common stock through Exodus wallets, and in exchange for certain digital assets. Should we choose to conduct a Regulation A offering of our Class A common stock and use the Exodus wallet, it is possible that we could license our technology (consistent with applicable regulatory considerations) so that other companies can offer their securities in a similar manner.

How does Exodus comply with OFAC sanctions requirements?

Exodus does not permit its services to be used by people or entities located in sanctioned countries or who are on the OFAC lists or other applicable restricted party lists. Exodus is committed to complying fully with all applicable laws and regulations related to export controls and trade sanctions. Exodus has appointed a Sanctions Compliance Officer, who oversees the sanctions compliance program. Exodus has implemented geo-IP blocking technology to block downloads of the Exodus Wallet, from the [exodus.com](https://www.exodus.com) website by IP addresses associated with sanctioned countries, including Iran, Cuba and North Korea. Exodus screens its employees, independent contractors, and other third party business partners against the OFAC Lists and other applicable restricted party lists. Support service representatives are prohibited from engaging in any communications with individuals or entities determined to be potentially identified on a sanctions list maintained by OFAC.

Forward-looking statements

This communication contains forward-looking statements that are based on our beliefs and assumptions and on information currently available to us. In some cases, you can identify forward-looking statements by the following words: "will," "expect," "would," "intend," "believe," or other comparable terminology. Forward-looking statements in this document include, but are not limited to, statements about our future financial performance, our business plan, our market opportunities and beliefs and objectives for future operations. These statements involve risks, uncertainties, assumptions and other factors that may cause actual results or performance to be materially different. More information on the factors, risks and uncertainties that could cause or contribute to such differences is included in our filings with the Securities and Exchange Commission, including in the "Risk Factors" and "Management's Discussion & Analysis" sections of our offering statement on Form 1-A. We cannot assure you that the forward-looking statements will prove to be accurate. These forward-looking statements speak only as of the date hereof. We disclaim any obligation to update these forward-looking statements

Testing the Waters

This communication may be deemed "testing the waters" material under Regulation A under the Securities Act of 1933. We are not under any obligation to complete an offering under Regulation A. We will only be able to make sales after the Securities and Exchange Commission (SEC) has qualified the offering statement that we have filed with the SEC. The information in that offering statement is more complete than the information we are providing now, and could differ in important ways. You must read the documents filed with the SEC before investing. No money or other consideration is being solicited, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement filed by the company with the SEC has been qualified by the SEC. Any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of acceptance given after the date of qualification. An indication of interest involves no obligation or commitment of any kind. Any person interested in investing in any offering of Exodus's Class A common stock should review our disclosures and the publicly filed offering statement and the preliminary offering circular that is part of that offering statement at https://www.sec.gov/Archives/edgar/data/1821534/000114036121006439/nt10013846x8_1a.htm

(https://www.sec.gov/Archives/edgar/data/1821534/000114036121006439/nt10013846x8_1a.htm). Exodus is not registered, licensed or supervised as a broker or investment adviser by the Securities and Exchange Commission (SEC), the Financial Industry Regulatory Authority (FINRA) or any other financial regulatory authority or licensed to provide any financial advice or services.

No offer to sell securities or solicitation of an offer to buy securities is being made in any state where such offer or sale is not permitted under the blue sky or state securities laws thereof. No offering is being made to individual investors unless and until the offering has been registered in that state or an exemption from registration exists. Exodus intends to complete an offering under Tier 2 of Regulation A and as such intends to be exempted from state registration pursuant to federal law. Although an exemption from registration under state law may be available, Exodus may still be required to provide a notice filing and pay a fee in individual states. No offer to sell securities or solicitation of an offer to buy securities is being made in any international jurisdiction where such offer or sale is not permitted under the securities laws thereof. No offering is being made to individual investors unless and until the offering has been approved by a competent authority in such international jurisdiction or is made in accordance with an exemption from the relevant international jurisdiction's securities laws.

Questions? Need more assistance? Send us an email at support@exodus.com (mailto:support@exodus.com). We promise quick human help!

Product

Support

Company

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Copyright © 2021 Exodus Movement, Inc.
Exodus was co-founded by Daniel Castagnoli and JP Richardson.

Exodus is a software platform ONLY and does not conduct any independent diligence on or substantive review of any blockchain asset, digital currency, cryptocurrency or associated funds. You are fully and solely responsible for evaluating your investments, for determining whether you will exchange blockchain assets based on your own, and for all your decisions as to whether to exchange blockchain assets with Exodus. In many cases, blockchain assets you exchange on the basis of your research may not increase in value, and may decrease in value. Similarly, blockchain assets you exchange on the basis of your research may increase in value.

In value after your exchange.

Past performance is not indicative of future results. Any investment in blockchain assets involves the risk of loss of part or all of your investment. The value of the blockchain assets you exchange is subject to market and other investment risks.

[Privacy Policy \(https://www.seodas.com/privacy\)](https://www.seodas.com/privacy)

Forward-looking statements

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Testing the Waters

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Title: Clubhouse AMA, Exodus Transcript

Date: March 16, 2021

Sebastian: Hey, everybody.

Chris: Hello, we got some people...

Sebastian: Can you hear me alright?

Chris: Yep, absolutely. We got some people joining the room.

Sebastian: I see some familiar faces.

Chris: Hey, crew. We're going to give people a little bit of time to join us here for a bit.

Sebastian: Sounds good.

Chris: There we go, it's basically an Exodus party here.

Sebastian: I was about to say.

Chris: And I did - just to keep things compliant here, I added a recording element to the title just to let people know we are recording this, you know for the SEC, just to make sure that we're not doing anything too out of line here. We're going to give the room just a little bit of time to get some people in the mix and then we will set ourselves up here just in a moment. Got some people rolling, got some people showing up. Awesome! Oh, we got a James in the mix. Appreciate people...

Sebastian: James is scared because he knows how I can get sometimes.

Chris: (Laughs)

Sebastian: He's going to shut me down. It's going to get fiery.

Chris: So good.

Sebastian: I believe that's the term - too much sizzle.

Chris: So, I am going to give us another 30 seconds or so before I kickoff the room here. Just to let some more people join. We've got some laser eyes in the audience already. We love to see it. JP, you have laser eyes in your Twitter profile.

JP: I have laser eyes on Twitter I don't have laser eyes here I need to update my profile here to get those laser eyes. Because 100K is coming. For all of you that don't know what the laser eyes represent but if you're in this room you should know - 100K bitcoin and it keeps the profile picture with laser eyes until 100K bitcoin. It's coming I think sooner than anybody thinks.

Chris: Yeah, it was almost comedy though, I feel like the day after or really like 72 hours after everybody went full laser eyes. [00:02:29] We saw that like big retrace, is like, whatever 15% percent or something in 72 hours. And I saw all these comments afterwards. They're like, oh maybe it's the laser eyes.

JP: Yeah, everybody - I saw that too. And some people they removed the laser eyes, and I don't know, I think the conviction is there, got to stick with it. And here I am talking about laser eyes and I don't even have them here at Clubhouse, but I'll get a pair of them here at Clubhouse.

Chris: There are some rooms where you'll pop in there and every single person in the room or every single speaker is like fully lasered up. And my wife, Jasmine, popped in after I was listening to one of those rooms and she looked at the group of people there. She's like, that looks like a cult, like a strange cult.

Sebastian: A laser eyes cult, I love it.

Chris: Straight up. So, I think, you know, just in in the interest of time and we can probably, you know, if more people join us a little bit later, we can reset the room at the 45 minute mark or so. But essentially, just to kick us off here today, I wanted to bring together our CEO, JP, and our chief operating officer, Sebastian, the two architects of essentially this really cool thing that we're doing where we are trying to go public, using the blockchain, using our own application. And instead of me explaining things, I wanted to give these two an opportunity to just kick us off here. And in a second, I'll turn it over to Sebastian first, just to kind of technically go through, you know, what is it that we're doing? How is it different? And then once Sebastian and JP kind of drop us the science for the intro, then we'll just call people up one at a time, ask any question that you want. [00:04:16] And again, I do just want to make this clear just to make sure that we are compliant with the SEC. This conversation is being currently recorded. So, there might be some things we cannot talk about, some things that we can. But bottom line is this is going to be memorialized and will be given to the government. So, with that, Sebastian, kick us off, what are we right now?

Sebastian: This call is being recorded for training and quality purposes, so, JP, you and I have been rolling together for the last, I have been here for three years, and I think I've been your CEO for two years. That's right. Running and gunning?

JP: That's right. Running and gunning.

Sebastian: It's true. So, in reflecting, gosh, three years, in reflecting on three years, I've come to see our software and really any noncustodial cryptocurrency software as this invitation, we're inviting you to exit the traditional financial system and take control of your wealth. Take it where you'd like, send it whenever you wish. There's a little friction in restrictions as possible. So, this is money at the speed of the Internet. It's without borders. It's money. But it's fun, in a quick one sentence synopsis, but before coming to Exodus, I taught sex education and we found that it was incredibly difficult for young people to take control of their sexual health when they wouldn't even say the word "sex". Too afraid. So, we decided to make them laugh about it and we invited them for 60 minutes a week come into a space where it was fun, to laugh, to talk about it, to take this very complex thing and just make it something that was fun. Right before coming to Exodus, 3 and half years ago, I was holding my first bitcoin, in Coinbase, and I read that custodial solutions led to counterparty risks, but I didn't know what that meant. I had heard "not your keys, not your crypto", but I did not know what that meant it did not matter though because there is this beautiful piece of software that made it super easy to set up and deposit bitcoin and it made me feel safe and most importantly pressing buttons made it fun. And JP, credit to you my brother and to Daniel, that you guys essentially took these buttons, these colors, these sounds, this wonderful little web browser and API technology to create a visual language for how to use Internet money. God bless you. Thank you for putting me here and for putting all of us here because I'd say 6 years and 120 people later, at this little ship we like to call Exodus, we are all on to something. Right? Judging by the price of bitcoin, by how many people are building on this tech, I would say that we are part of a sea change. Let's get it straight guys, like money is not easy, it increasingly becomes less and less safe in the hands of banks and governments and the Internet is still pretty clunky if we are honest with ourselves. It still requires a great deal of manual input to get where you want to go and do what you want to do. I'll give you an example – my grandma she's iron hands holding Bitcoin, but she has a lot of trouble using her Windows Surface laptop and that is probably one of the most successful pieces of tech they put on the market. The good news is that there are people like us; people who want money and the internet to be even more fun, easier to use than it's ever been before. People might think that we have reached the top of the mountain. JP, I think that you would disagree with those people and I am with you there as well. Um, I am looking forward to a world where my kids play Pokémon, and they make me money right (laughs) or they make themselves money. I am looking forward to magical solutions essentially where the software that you use – the apps in the palm of your hand – allow you to use the money however you want to plug into endless experiences and then that is the 2-day shipping of the Internet – the 2-day shipping with money. Once you use it you are never going to go back to, what is it, 2 weeks of the usual mail? That's what this company is if you gave me 2 and half minutes of your attention and that's why I am really happy to be working this quantum leap. Really happy to work with all of you in the chat today. CK and JP. I'm done talking now but that's who I am and why I am here.

JP: Thank you Sebastian, thank you CK. Sebastian, it was moving. We are going to make this stuff easy for grandmother, I'm going to start saying that – saying that we're going to make this so easy that Sebastian's grandma can use it without issues, without fail, without any problems whatsoever. And thank all of you for joining us today. We are making this easy, and by this, I'm talking about cryptocurrency and what we are doing with the offering. That's what you came here for and let's talk a little bit about that. So, the public offering is the first of its kind. The first public offering where it's to – whether you are a rich person, a credit investor, or just a normal person, everyday person you're not a credit investor. Anybody - just like the stock market, can participate in this. However, it's all 100% on the blockchain payable with cryptocurrency, Bitcoin, or dollar-stablecoin USDC. What's more important than what this is though, is why we are doing this. We are doing this because we see a future where you as a person deserve to have 100 % control over your financial wealth, your financial sovereignty. Everybody here knows what happened with Robin Hood and GameStop. Nobody wants to see a future where you are stuck, and you cannot trade your assets. You cannot move your money. Nobody wants to see that future. We want to build a future where you have 100% control. Whether it's cryptocurrency, stocks, or NFTs. You should have 100% control. And that's the future that we are building that's why we are doing this offering and I mentioned this is the first of its kind that's why we are so excited to have this conversation with you here today, for you to ask us questions. Let's get into the details and now can open up and answer any of your questions. So, thank you again.

Chris: Awesome, well thank you gents for setting the table with this kind of revolutionary thing that we are doing. Just to fill in a couple of gaps as well. While we are not giving you every detail in these intros, we are also taking questions via DM on Twitter for people who may not feel comfortable jumping up on stage. But just to put one person on blast here, just because we really appreciated the opportunity we had to join his room. Um, Terrell, I am going to invite you up onto the stage quickly. I am not sure if you have any specific questions about this. But just generally, one of the things that I've found about the community Terrel helps run, Crypto Church, it's absolutely something that anybody in the audience could benefit from being a part of. Checking out some of the speaker panels that they have over time, but, as somebody who is just such an important educator and community builder in this space, I wanted to bring you up first to see if you had anything that uh – we've already talked to you about some of the things that we were doing, but anything on your mind today?

Terrell: Hey Chris, JP, Sebastian, thank you for bringing me up. Nah, I really just came to listen. I do have my notes from when you guys came on to the Crypto Church. But yeah, I am really interested in this I think it's going to be groundbreaking, and you know, a lot of people are going to follow in your footsteps with this. But yeah, I appreciate the praise. You know, I just like to provide a safe space for people just coming into the industry to learn from people who have been in and so that we share our experiences, and we get to bring in great products and services, like JP's Exodus and Chris was on. So, it's just a like a unique time we get to leverage this platform, just grow the industry one-by-one, and not with just speculators but with like true holders that have conviction. So yeah, it's just a great time right now.

Chris: Awesome. Really appreciate that. Thank you for joining us man.

Terrell: Yeah, thank you for joining us.

Chris: So yeah, anybody else here have a burning question? We have a few that are built up and were submitted ahead of time via DMs. But uh, before we jump into any of those. Does anybody here... oh there we go; we got a hand up. Uh, we will bring Gabriel up to the stage. Gabriel are you... there we go. Gabriel, what kind of question do you have for us?

Gabriel: Um, I think that's me on, yeah. Hi, I'm going to be asking you 5 questions so I am just going to throw them out there and hopefully we can get started with some conversation. Um, first of all I don't know the background I don't know if you guys have done Series A, B, or C, but if you haven't then why would you be jumping to the public phase at this point? And then the big question really is why go public at all? What is that going to do for the actual growth of Exodus and what would be the use of the funds? So, if you do raise a significant amount of money that's possible from an IPO what would you do with all of that money and then following on from there, in all seriousness the SEC has batted down ETFs and they are not – keeping it simple, they are not friendly towards crypto, we're going through a lot of regulatory issues. So, why would they actually approve, at this stage in the game, something like Exodus Wallet where you guys are talking about full ownership, full control of your money, your funds, your crypto. I kind of see that as anti-what the SEC is really wanting to support at this time. And then beyond that, the final question/topic is about competition, what do you guys see as the significant market competition against Exodus and either that is decentralized wallet or banks, financial institutions. So, there you go. Thank you.

JP: Gabriel, thank you for coming up and asking these questions it's actually a perfect set up I am sure people didn't think to come up here and ask these questions. So, this is a perfect way to kick this off. We'll take each question one by one, and we'll start out with has Exodus raised venture capital. Have we done a Series A, B, or C round or anything of that nature, and if we have why are we doing this – this public offering? So, let's start with this one first. Exodus has only raised roughly a half a million dollars split out into two smaller rounds: one in the Fall of 2016 and one in the early 2017. Exodus has been incredibly profitable. In terms of our revenue for 2020, we did 21.3 million dollars in revenue. If I recall, the net profit on that was a little over 8 million dollars or so. In this quarter so far of 2021, we are on track to already do what we did in 2020. And I don't have the profitability figures right in front of me but it's going to be, you know roughly, 60 to 70% profit margin for 2021. So, we are very profitable. So, but for us, this isn't about needing the money. This is about us going out and creating a new market. Again, one rooted in the control where you as a person, you as an investor, have control. That's the vision here is to be a trailblazer and find a whole new market, that's the big key here with what we are trying to do. That's question number one, I'll see if Sebastian or CK have anything to add before we go onto question number 2.

Sebastian: Yeah, so I think that the big resonating message to me is that people that made Exodus successful is the people that used the Wallet and that have been using us for the last 4 years. What better way to include the people that have been with us since the beginning that have been communicating through word of mouth (because it wasn't up until very recently that we started up formal marketing efforts) that they went out told people about us. Said "hey if you take this leap, this thing is new, it's kind of difficult to understand, but there's this application that's going to make it better for you." We have thousands and thousands of people that were believing in us, betting on us in their crypto journey. And so, yes, we could've given that value back to VCs and a lot of companies have gone down that route and I don't think that's a bad route necessarily it's an expected and traditional route. Conventional thinking is ultimately, I think is one of the biggest competitors we are ever going to have, and we wanted to think unconventionally in finding a way to get this value back to the everyday people no matter what strata, where they live, no matter how much money they have, these people have helped us get to where we are in the first place. So, that's the thinking behind this. Uh, and at least that's the way that I – the truest answer I have as to why we, in your words, are jumping to the public phase with no previous rounds. It's what felt like the most value for us to our customers, to the people that used us first. And the way that we have always tried to operate is, does it give value to the customer first? Is it valuable for them? If not, then how is it valuable for us as a company?

JP: And yeah, amen to that. I'd say that when Sebastian spoke about unconventional thinking this is super important for us as a company, we have been remote-only since the beginnings back in 2015. We've paid 100% of our salaries in Bitcoin since 2015. And so, for us, unconventional thinking and basically paving the way for this new financial future with cryptocurrency and Bitcoin, that gives the promise of power and control to the people, as Sebastian said, to our customers, that was critical and fundamentally important to us. So those were the motivations and that's why we are doing this. So that covers, Gabriel, so then I guess then we should ask, do you have related – I mean I know there's more questions here that you have as far as what would be the use of the funds. But before we get to that, any follow up related to our venture capital history, the investment of Exodus and our motivations in going public? Want to give you a chance to respond to that before we go on to any and all of your additional questions?

Gabriel: Yeah, sure, so I guess you will be able to explain what kind of benefits to the customers, or the public, are going to be in the other questions. Directly related to this one, would be more - how about an equity token rather than go the – you're talking about the traditional routes – IPO is a traditional route so why not go with the equity token kind of approach and that itself could give back to the community or customers?

Sebastian: This is the equity token. This is a pure equity offering, previous Reg A's like Blockstack and YouNow were utility, but the Exodus common stock token would be a representation of stock on the blockchain.

Gabriel: OK, got it. Thanks.

JP: Sebastian, do you want to talk a little bit about your thoughts with equity and utility? I think you have some really powerful thoughts that can add onto this.

Sebastian: I mean, it's quite related to what I was saying before right, in the sense is we are giving, you know, the people that have been with us our ride or dies, been with us for the longest time or even that just took a leap with us in the last few weeks, in the last seven days, right, into newfangled technology with this lovely little application. I've seen, and probably think what Gabriel was mentioning, other companies that have issued what are called utility tokens and the utility that they have is perhaps, you know, I've seen anything from, you know, like a t-shirt to you get to talk to the founders once a month or something like that, kind of like a rewards program, kind of like a punch card at your local sandwich shop. And again, if the number one question is always with the highest value to the customer, what better way to value their respect? What better way to value their trust? What better incentive program? What better reward? What better loyalty token than equity? And so, we have been thinking about that, kind of took it to the natural conclusion and said, you know, rather than a utility token rather than a loyalty token, why not make that an equity token –

Gabriel: Let me just jump in just to be really clear. I'm wondering if you guys – it sounds like you guys are doing like common stock or shares that I can buy from a north stockbroker on the stock market. Whereas I am trying to suggest what about a security token that is tradeable on a cryptocurrency exchange which can still be securitized equity but yet, not be available in the traditional stock market but it's available on the crypto exchanges themselves.

Sebastian: Gabriel, that's the same language my brother – that's what this is.

JP: Yeah. That's exactly what this is. This is one of one hundred, so for a person let's just talk about the mechanics of this for just a second. To participate, a person downloads Exodus, whether on the desktop or the mobile phone, signs up, and then when this goes live and we are planning pending SEC-approval for it to go live the next three to four weeks, when this goes live, a person will be able to buy Exodus stock, Exodus common stock directly inside of Exodus without leaving Exodus. And so, then the long term vision is, again, for you as a person to have control of your stock as a token. And so that you could take it to another platform where other platforms open up this ability, but in the short term, you'll have this stock inside of Exodus. And then it gets cooler and this parlay into one of your other questions is with the use of funds is that we're going to allow trading through tZERO. tZERO is a regulated exchange for security tokens. And so, this is all going to be integrated directly inside of Exodus. And so that's the power here, is that it's all in one platform, and we believe that by doing this, we're going to show the world that this is possible and other companies will come in and want to do the same thing. And then something really cool happens. Where you'll have a platform with a number of security tokens and the number of stock that you can trade in is all on the blockchain. So please, Gabriel, let me know, if that - let us know if that adds a little bit more clarity and please ask follow up questions if you have them.

Gabriel: Yeah, no that's crystal clear now, thank you. And it's awesome.

Chris: And just the final question that he had about what are we planning to do with the funds that are raised? Can you guys illuminate that a little bit?

JP: Yep, so the first thing first is to bring in tZERO, to make it easy to trade the shares directly inside of Exodus. But beyond that, more importantly as our mission is to help half the world exit the traditional financial system. And so today, inside of Exodus, all of our success, so most of our success has been by people who already own cryptocurrency. And that's fine, like it's been a great wall for people that already own cryptocurrency, and we've made good progress. [00:23:16] For those of you that have used our Apple Pay solution, you can buy. You can download Exodus and you can get Bitcoin in less than two minutes in Apple Pay. But beyond that, if we're talking about getting half of the world out of the traditional financial system, we have to make it easy for half of the world to actually exit the traditional financial system. And so that means then that we have to have an easy way for people to buy Bitcoin or any cryptocurrency anywhere in the world, whether they have a bank account or not. And so that's going to be a key thing for us is to make that easy throughout the course of 2021 and 2022 all over the world, anybody can easily buy cryptocurrency. But beyond that, having shares traded with tZERO and then going on, we're going to go on and we're going to do a global IPO through another platform called Merge - it's all integrated instead of Exodus and will allow people to participate 100% instead of Exodus and trade their shares of stock all inside of Exodus.

Sebastian: The vision here Gabriel, is, look right now the main value proposition, that blockchain and crypto protocols have to both customers and to businesses that have these very lucrative and wonderful businesses that can make even more money on protocols, is that it's money directly integrated into the Internet. Right. You're not going out to a Visa network, not going out to a MasterCard network, not going out to an American Express network, you're not going out to a legacy bank swift infrastructure that was built one hundred years ago and is still working the same way with the same faulty wiring. Right. The fact is, that, the tech right now is still not at the best level that it needs to be to fully migrate those businesses over. [00:25:25] Right. We need to be able to go to any app and any company in the top 100 on the iOS store, in the Nasdaq index in the Dow Jones, we have to go to them and say there's something for you here on protocol that works 100% better than we currently have and it's cheaper. It's the best thing since sliced bread, right. The same way that going to these companies back in the day and saying, like, you know, I see you, you know, mailing a lot of letters. How about you try this email thing? We have to be able to go to these companies and you have to be able to sell them the solution right now. Right. And that means creating our own destiny. That means getting, you know, scaling the team to be able to meet that level. That means solving some problems that have not been solved today. It means that we need to really go out there and make not just our own destiny, but the destiny of crypto to the average person right now, to the average company that doesn't necessarily know what can be possible for them on protocol. Right now, there aren't any clear answers as to what the meeting protocol would be or the number one way to build. And to be honest with you, a lot of companies and a lot of protocols aren't quite sure how they're going to get customers on board using their coins, on chain. We've been really good at that historically, and we're only going to need to do more of that would be funds. And to be able to get, as JP said, half the world out of the traditional financial system by 2030.

Chris: And then I'd be remiss if I didn't pop in on behalf of the marketing and communications team here and, you know, we've got a number of people here in the audience. [00:27:03] We have layout up here on stage with us as well. And I would say one of the most interesting things about this time at Exodus is, you know, prior to this moment, it's really just been entirely organic growth. Somebody telling a friend about it, somebody watching a video, somebody seeing a post, somebody organically discovering the application in the community around it. And it's been really, really awesome to see how the company is now kind of embracing, trying to speak with more people about it, you know, especially because our product, I think, is maybe most valuable to people who are just crypto-curious and they're trying to navigate this field and need a toolset that's going to make entry into this really complex, you know crazy place, easy, simple, inviting something that activates them, something they can tell their mom about and know that she'll be safe on it. And furthermore, just that, like there are a lot of people out there who are trying to grab people's attention, trying to get them into their funnel, trying to get them to trade, trying to do all these things. And Exodus has always been about and will always be about empowering the individual with super hard core security and safety. And so, marketing to that, really figuring out a way we can get that message, not just out to everybody in the United States, but, you know, the other 7.2 billion people outside the United States and the huge potential global growth that can come from really allocating significant dollars to marketing both here and abroad. So, Gabriel, hopefully I'm sorry, JP, did you have something to add to that?

JP: I was just going to say, you know, CK when you're talking about marketing. You know, Sam, over at FTX, they're trying to get Miami Heat Stadium renamed to FTX. [00:28:50] You know, maybe we got to hit up you know Mark Cuban or the Mavericks or something like that and get the Exodus Stadium or something like that just to really spend those marketing dollars.

Chris: Sure, yeah. I mean, a person can dream, you know, I feel like we don't want to - we have our sights set high on a lot of things we're doing. And that is absolutely something we can throw in the crazy ideas bucket as we start ripping through stuff. So, Gabriel, I really hope that answer or that set of answers was at least informative or valuable. And I believe we went through all five of your questions. But before we move on to another person, I just want to make sure that you felt comfortable with all the answers.

Gabriel: Yeah, really good insights. Just the last two points was about why would the SEC actually support you guys doing this at this time? And then, where do you see the competitive threats for Exodus even now or a little bit into the future?

Sebastian: Yeah, those are great questions. So why would the SEC approve an Exodus Reg A+? Well, so we actually stand a bit on the shoulders of giants here. And we're working with the legal team, WSGR, Wilson Sonsini and Goodrich, that was able to push through the two previous Reg A+'s that involved a token. That was again, YouNow and Blockstack with the Stacks Tokens. And so, we feel very confident, of course, and WSGR feels confident that, again, we are a great American company. We're doing a lot of good things here. And most importantly, that this is just a strict equity play. It's not a utility token. It's not doing anything terribly fancy by any securities standards. It's one common stock token equals one share in Exodus. So, we're feeling pretty good. Obviously, the SEC actually needs to qualify the offering, it's only a potential offering until that point. But we don't see ourselves being less of a company than Blockstack or YouNow. [00:30:50] We actually feel given that WSGR is working with us, and that this is a much simpler offering, we feel confident about where we are. JP, I don't know if you want to add anything to that?

JP: Yeah, I'd say that look, the SEC, I think is seen the proliferation and the Bitcoin and cryptocurrency just take off. You know, early on they were worried about, you know, an ETF for Bitcoin. And then MicroStrategy came in and bought a bunch of Bitcoin and then became the de facto ETF. And I think, you know, now what they're seeing here is that this technology is the future and it's not going away. We are now talking about an industry that's over one trillion dollars. This is not an industry anymore that's just a small, you know, ten billion dollar industry. It's a one trillion dollar industry now. And it has hit mainstream. And so, I think the SEC, in any kind of accordance with their mission is kind of, you know, looking out from their view, seeing, and looking at the mainstream and Main Street consumer and Main Street investor, that they are trying to be forward thinking here and trying to work and create a framework for these sorts of offerings to be successful. And as Sebastian mentioned we have already seen 2 Regulation A Offerings in the token space. Both with YouNow and Blockstack. For the SEC to approve of those with very, very forward looking and now Sebastian mentioned we're just talking about common stock. And so, it's a little bit easier for them to understand the gate. So, we feel very confident in our chances of getting disqualified. And like I said, that's why we are planning pending, of course, SEC approval for this to be live in the next three to four weeks.

Sebastian: [00:32:56] So the second question, which is who do we see as a significant market competition? And I love it, Gabriel, I feel like we're thinking about things in very similar ways, because you had mentioned is it other crypto companies or is it banks? The way that I heard it and it stuck in my head ever since then. I mentioned it earlier on this call. I believe that our biggest competition is conventional thinking. And the reason that is, is because conventional thinking would say that it's enough and we reached the pinnacle of the Internet. We reached the pinnacle of money transfer. Money is as fun as it's ever going to be. The Internet is as useful and as fun as it's ever going to be. There is there's no way to make it better. That argument is going to have Robin Hood, I know your traditional banking and be the best that it's ever going to get for you in sending money, receiving money, in owning stocks or owning a derivative of a derivative of the stock. And we just disagree with that. It is going to be a lot of work. It's going to be a lot of all of us on this call right now going out and continuing to be the banker, so to speak, in everyone's life. The way that I like to think about this is that everybody, you know, their dad or their mother, their uncle, their aunt, their cousin. Somebody has a banker in their family. We have to be the crypto person in our networks. Right, I would say that that's the biggest competition. We're fighting against the idea that Venmo, Robin Hood, and your Wells Fargo App is the best that it's ever going to get. Now, people push me on that and they're always like, well, that's great Sebastian, [00:34:30] but what are your crypto, what are the other crypto companies that are competing with Exodus and to that I will say great. I would say that it is the Coinbase and Binance of the world, you know, they're the biggest names in the space and rightfully so. They've done an amazing job at getting people into crypto. When I think of, you know, half the world using cryptocurrency out of the traditional financial system by 2030, they're monstrous companies that are doing a lot of heavy lifting in that space. That being said, I also kind of like to think of them as crypto-banks, crypto-Wells Fargo, because they're holding all of the cryptocurrency, and if they were to go down, and their APIs go down, we've seen before that you kind of have to trust in the funds and if they're not, yikes! So, inside the industry, our biggest competition is how can we have people take self-custody of their funds, use an application like Exodus, and our work cut out for us there. We have to make holding your own crypto as seamless of an experience as a centralized solution, like a crypto bank, like a crypto-Wells Fargo, with our work cut out for us there. That's what we're going to have to do to get half the world out of, not just legacy financial solutions, but crypto solutions that look and act like legacy financial institutions.

JP: Absolutely, and that's spot on when you talk about Coinbase, you talk about Binance, and you talk about how Coinbase and Binance, you know, everybody has heard the phrase "not your keys, not your coins". We like to add on "not your wealth". Right. And so. Coinbase and Binance, they have control. And so, when their servers go down, you no longer have control of your assets; you are left waiting. [00:36:23] With Exodus, you have your 12-word, secret phrase that if you don't like what we're doing or if you if we have any issues with our servers or anything like that, you can take that money because you have full control and you can go to another platform. And you'll have 100% control, but in addition to that, as Sebastian mentioned, we do have a lot of work cut out for us to make it so that everything is so seamless, so easy that, anybody can manage millions of dollars inside of Exodus, whether it's on your phone or on your desktop, and not have to worry about that money being stolen. You could imagine being at a cocktail bar and you're looking at your cryptocurrency portfolio on your Axis Mobile One. If you have a significant amount of money in there, you're going to be concerned that someone might be looking. Someone might be watching. And then if you leave that cocktail bar, maybe you had a few too much to drink and you walk out, you stumble out. And somebody could come and take that money directly from you. We have to make it so easy and so safe that when you walk out, you don't have to worry about it. Somebody says, "hey, I saw that you had a lot of money in your Exodus Cryptocurrency Wallet". You say, here you go, take my phone. You have access to Wallet, but you still can't find it because it would require a two factor authentication to protect your funds. So, the big theme is easy and safe and that's our aspiration when we think about competition and competition towards Coinbase and Binance.

Chris: And then I'll add one closing thought when we think about kind of the crypto community at large, we don't really just think about customers and individual crypto users, [00:38:26] we think about the big table, you know, this mentality of abundance that we think about. And I'm sure many people who are, you know, who've been in crypto as long as a number of people on the stage and some of the people we see in the audience, you know, you don't just use one crypto product, right. You use a bunch of different things for a bunch of different purposes, many of which are specialized. Some are really great for yield, but not great if you want your coin to be moved anywhere within three or four days. Some are really awesome to trade with. Some have lower fees. Some have, you know, better or worse custody situation. So generally, when we think about our mission, it's not we want to get half the world's population using Exodus or nothing else. You know, we think about this as trying to be a thought leader, trying to be a participant in this broader community and what's good for Coinbase and these other huge players and the sort of resources that they're all putting towards political lobbying efforts both here and abroad, putting towards educating people with apps like Earn and things like that that really promote people getting, you know, really, really informed about all these things. We see that tide raising all boats. And so, you know, while we do definitely see competition over individual spend or where people store their coins or assets, we think this table is huge and we don't think it's even set yet. You know, we think we're at the bottom of this of this very tall mountain. And there are a bunch of different places that we can all break bread together along the way. So, with that, Gabriel, thank you so much for setting the tone of this entire AMA with such thoughtful, probing, detailed questions. [00:40:12] Really, really appreciate it. And if you're cool with it, unless you had another follow up, I'm going to move along to another person. Cool?

Gabriel: I'm all questioned out. Thank you very much guys.

Chris: Awesome. Thank you, Gabriel.

Sebastian: So, while we are moving on to the next person. I did want to grab one last one in here, which is that Coinbase and Binance don't keep me up at night. What keeps me up at night is the idea of somebody that has been traditionally excluded from the financial system. Working to try to open up the first bank account instead of trying to get into crypto, and I will come out and say this, that neither of us, nor a lot of people, and companies out there have done enough to get enough people that have been traditionally excluded from the financial system into crypto, that's something that we have to do better. And that's what I'm hoping, is that really, it's not an us versus them in terms of Binance or Coinbase vs. Exodus vs. red/wallet, Atomic, whatever. Right, it's we all need to do a better job together to try to get this technology that is yet still nascent but still has to get a lot more people in here. We have a great use case for a lot of people all over the world. But I don't think we're even close to figuring out how we get people in Latin America, how we get people in Africa, how we get people in the Balkans starting to build their businesses on us to be the portal on the front line for them. So, I think that that's also something that, at least in my mind, it's what keeps me from thinking about my fellow crypto companies as competition. We're all in this together. I mean, I myself, I live in Peru and I am Peruvian, I can tell you every payment that I make down here is painful. [00:41:47] And around 60% of our economy is informal, that means people living day to day. That means people storing cash under their bed. Right, people that live so day to day, they could not quarantine during covid because they had to be out on the street, they had to be making money, but that's what the current business models enforce, that's only way that you can get capital to start your business. I'm dreaming of a world in which we're all working together as crypto companies in consortium to try to get more people building their businesses on us, on Protocol with cryptocurrency. But it's all talk until we make it happen.

JP: Sebastian, is there even, might be kind of a silly question, but is there even a Venmo-like solution in Peru that people can use to send money to each other?

Sebastian: Get this man, there is, it has a \$120 a day limit and people get their accounts frozen. Honestly, I don't know anybody that hasn't had their account frozen nearly three times. It's a nightmare.

JP: And the accounts that are getting frozen, why are these accounts frozen? Is it all because of trust, like these institutions aren't trusting these customers? Why are these accounts frozen?

Sebastian: The financial system in Latin America, I can't speak for every single Latin country, but at least in Peru it starts from a place of distrust of the country. It starts from a place of the person is not trustworthy, and then it works backwards from there. So, the answer to your question is, is the product is built from a fraud perspective first and then user experience is maybe the seventh priority down if the person gets through every single frauded model. But then again, when people when I say that the economy is 60% informal, again that the people that the banks won't touch them, they don't want to have a product for them, it's actually - they believe it's better for them if they don't. [00:43:41] I could go on...

JP: Thank you for sharing a lot of that background. For me, that's fascinating how people are excluded like that. And this just shows the power of cryptocurrency, not Exodus, the power of cryptocurrency, that a person can easily just send money and not have to ask for permission. That's the coolest thing. So, thank you for sharing that background.

Chris: Thank you a lot, Sebastian, that's so awesome. Such great insight. So, before we go on to a crypto legend, Kevin, to potentially ask a question or two, I would be remiss if I didn't at least give an opportunity if Leah, who's just joining us on stage to make us look cooler than we actually are in real life with her presence and all the things that she's created for Exodus. I did just want to make sure, Leah, if you had a question, I know you're kind of on the inside track of things, but if you had a question, you're absolutely welcome to ask one as well.

Leah: Yeah, thank you so much. I think it's just the laser eyes that is making the stage look cool. You guys need to get the laser eyes. But I do have a question, firstly, the heart of Exodus is kind of to make people feel comfortable leaving the traditional world. Hence the name Exodus, right. But, given that you are offering a traditional asset, being an IPO, but you are doing it in a non-traditional way. I guess this is kind of for Chris but obviously JP can jump in as well, how do you plan to market this to the traditional world? Because I guess, you know, they're going to buy this on the blockchain. That's going to be kind of scary particularly for those that are kind of crypto-curious. So, how do you plan to make this seem not so bizarre and make sure that everybody understands that this is safe. I guess make sure that they feel excited about it. Particularly those that are trading in the stock market. So, why should they move over and essentially do the same thing and, you know, trade a stock but not do it how they have always done it. That's number one. Number two, so JP you said that you have plans to eventually go global with this. I am based in the UK so, when can I get involved?

Chris: Sorry, I think JP was just deferring to marketing, was a mix up there. I think just generally what we'd say in terms of like this particular offering is a slightly different audience than the audience that we are targeting as a company, as a product producer. So I would say that specifically we're targeting a few audiences, you know, the traditional finance audience that maybe does invest in risk assets, like equities, or early venture stage, or potentially in a more exotic kind of investment instruments, but also the sort of high crypto affinity group who, you know, maybe did or did not go through the last three bull markets, and the kind of ramp up in this current parabola, but also probably went through the ICO craze in 2018, and has a healthy degree of skepticism about the tokenization of anything, let alone shares or NTFs, whatever, everything's kind of at a fever pitch right now. [00:45:41] But I think one of the biggest things that we've done to try to increase the confidence of those groups broadly, is to use this really traditional financial instrument, which is equity. And while it might have a complex format, given its tokenization and the usage of some of these other exchange partners for secondary trading after the offering is closed, it has a really familiar feel. And part of the reason that we wanted to make sure that we went through the SEC, we worked really closely with the SEC, really closely with our compliance team, was to make sure that we de-risk this as much as we possibly could. Obviously, there's plenty of risk in any kind of investment that somebody is going to place. But we think the value proposition associated with this sort of multiple that we have on our earnings, the kind of approach that we have to our valuation models, the pricing of the shares themselves. And also, just, you know, from a mechanics perspective inside the company, something that I've been pretty impressed with, both prior to joining Exodus, looking from the outside in, and then also now being on the inside of the leadership team and being able to see how these mechanics manifest in real life, is that they brought in a lot of really impressive pros. You know, our chief financial officer, for instance, was a director of finance at one of the biggest fintech companies in the world, not just in the United States, you know, First Data and Fiserv, our head of our community platform, sorry, our support team, Sonia McIntosh, was at Simple Finance and SoFi prior to this, our current chief people officer comes to us from eToro, where she ran the entire US operation. [00:47:19] So, you know, similarly to just kind of some of the other reasons why we've tried to elevate and mature these processes inside the company. We feel like getting that kind of hitter team of really thoughtful, mature executives, you know, helps in congress with the other factors that I was describing, about a conservative valuation, and really tight financial mechanics. We think that makes it a lot more attractive as a potential investment than maybe some of these other high risk investments that have crazy multiples, that are much harder to necessarily earn long term return on investment, that are getting a lot of press right now. And instead of stepping on this question, I'll refer the "when can UK citizens or people outside of the United States participate?" - I'll refer to Sebastian.

Sebastian: Give me a quick one here, before I move over to the U.K. I am excited about the U.K., by the way, the international proposition for this is one of my favorite things to talk about. Before I hit that, I'm sure that there are TikTok fans on here, I'm a huge fan of TikTok, I think it's a neural network. I think it's going to be like the Wikipedia for my kid's, kids and I am a huge fan. I saw on TikTok the other day and they were interviewing a guy and they asked him, "What's the biggest lie that you ever heard? That you were ever told?" And he thinks about it for a second and he goes, "the biggest lie I ever heard is when somebody told me it isn't that simple." It is. It is that simple. You asked the question Leah about making people feel comfortable, making people feel safe in owning a security, in owning cryptocurrency. And I think you're 100% correct. People want simple. When I was a customer support agent for Exodus, I got my start in the box [00:49:06] people would always ask, why is this not simple? This is hard. This is difficult. And, I ultimately think, that the way that we have confused people on how to use money and how to leverage equity and how to have these, as CK said, instruments... this world has made it really hard to have money, own it, use it. To have equity, to use it. They haven't made it fun and it's intentionally uncomfortable to use. It intentionally has a whole bunch of different rules. I can't promise that we're going to make these things easy and trustworthy today. Likely they will feel awkward for a little while longer. But the ultimate goal is that this is a first step in starting to ask that question. How can it be that simple? That's ultimately, what I believe, is the unicorn that JP and Daniel have always chased. It's a vexing question they always asked me at my time at Exodus. You know, why not? Hey, Daniel, JP, you know this magical thing that you want to account with but it can't be done? Why not? And then we always find a way to make it so. We always find a way to make it that simple. Ultimately, the answer to your question, Leah, is we have to. We have to find a way to make this weird Internet money thing, to make this weird Internet equity thing, work, because ultimately, it's getting people closer to what they actually have always wanted, and which they know, intuitively, that they want with every single customer we have ever spoken to, knows what they want, and they just want it to work. They don't need to understand the technical behind it. It just needs to work. JP, I don't know if you have anything to add on that. But I learned that from you [00:51:02] so I'm thinking that you might.

JP: Well, I just want to add that the UK and the international piece of this will be later this year, we don't have set times to when exactly it'll be. But the key is to get this offering out the door within the next three to four weeks, pending the SEC's approval. We close the offering. That's just the American piece. After it tails off, to bring the international offering piece into Exodus, which will come later this year. And so that's one of the big keys that we're super excited about so that again, we originally didn't set out to do this just for America. It's just what happened and is what we need to do to move fast on this. We had to start with America, and I don't like that. But to move fast it's just what we had to do. Now, long term, when we have all of these pieces created. We will have an infrastructure to do a world IPO out of the gate with America, not America, right out of the gate. America, international, right out of the gate. And so that will be coming.

Sebastian: I just got a text from somebody in the audience that inspired me while I was talking about these systems... (reads text) "I know the one in Peru and I've had experience in the U.S., these legacy financial systems. They are racist, they're unattainable, their classless, they're ablest". I got that text and I'm just full of fire because cryptocurrency, the blockchain, doesn't care who you are. Right, and as a company, you know, when we started JP and Daniel, we're taking people from all over the world. Again, for those of you that didn't join us at the top of the hour, paid in Bitcoin, because we wanted this to be a company that really took talent from all over the place. [00:52:51] And just to come back to this point, I think that the reason why I'm so jazzed for this international offering, is that to be honest with you, I think it's going to be an amazing experience. We don't have a contract signed just yet with merch. But at the same time, I think from speaking to them, they're incredibly aligned individuals. They want to enact what we call Project We Are the World, which is people from every country coming in, being able to own a piece of this company - this great project that we put together. I personally am motivated and driven by the idea, that as many people as possible being able to own and benefit from the success of this company. That's something that attracted me to JP's leadership at the beginning when I was first coming in. This is what makes me want to lay my life down for this company. And I don't know, I'm just incredibly excited for what the rest of the world has in store for it once we're able to set up the international offering. That's a great question, Leah, thanks for bringing it up. And again, I'm a little sweaty right now cause I'm just feeling it.

JP: I guess I might be a little overly excited on this piece of it, our ticker Exit, spelled E-X-I-T, if we go live on the Nasdaq someday. And again, I know we're talking about exiting the traditional financial system, but, if we want to get money in this direction. I think it would be - I can't help but think how funny it would be to have it scrolling across Nasdaq ticker saying: EXIT, EXIT, EXIT. To me, I think that's awesome. So, our ticker is going to be EXIT.

Chris: Thank you for those responses. Leah, do you feel good about those or do you have any other questions before we move on to Kevin?

Leah: No, I thought that was great. I want to wish you guys the best of luck with it because I think it's going to be amazing.

Chris: So appreciate that. Thank you, Leah. And for what you do for Exodus, making us look so awesome in so much of the content you produce. Thank you very much. And with that, uh, crypto legend, Kevin, what's up? How are you?

Kevin: You give me too much credit. I am good, how are you guys?

Chris: Living the dream man.

JP: Wonderful.

Sebastian: I think there is a video out that there are only two acceptable answers to that question it's like "living the dream" and "same old, same old". I think.

Kevin: None of your business, how about that.

Chris: (laughs) Also good.

JP: I'd say living the dream man. It's just awesome. I mean, everybody's that's just showing up to work at Exodus, we're just having the time of our lives, just living a dream. I had to answer that question.

Kevin: Um, yeah. OK, so a year ago like February 2020, yeah, I was – so it was before we launched the first stablecoin on Tezos, first USC stablecoin, and the second Tezos token overall, that was USDTez, I put up a poll on Twitter asking people what Wallets they wanted to see it carried on, where do they want to see it listed. And there were no Wallets that supported Tezos tokens at all outside of XQZ, at that time. So, I ran the poll and so the first time I ran it, there where a bunch of shows for Wallets that hadn't even launched yet, and also people confused the Harper Wallet and the client application, so I was like, alright, I got to redo this. So, I redid it under better standards and all that, and then the first two positions for the votes were two Tezos-exclusive wallets that were just very well known, and they ended up merging so it's not, yeah, and so we launched on that. But then right after that, third, and like overall even beyond all of the other Tezos Wallets was Exodus. So, then I started thinking, what the hell is Exodus because I had never heard of it before. So, I looked into it and I was OK multicurrency wallet and all that, I was like OK, so we want to do a multicurrency wallet yeah, we should get them up. So yeah, then a lot of time passed and everything, and it wasn't until Clubhouse I started hearing – like I glimpsed all the different rooms of everything, you know, asking for advice at all the different levels and things like that. And, Exodus, I heard being recommended more than any other wallet for the multicurrency, for the non-bitcoin maximum, most exclusive, I-hate-everything-else-type groups. So, yeah, that's when I was like OK yeah this is – like that speaks much more to the organic popularity because otherwise, I'm always very suspicious like, you know, is this just what a person is exposed to, does it really speak to the masses of what's really a growing movement, that's like the only way you can find out. You know that cross validation. So that's why I am bullish on your stock. Um, yeah, so I got the Exodus Wallet. I downloaded it a few weeks ago for the first time. But I am wondering, because they had – I've seen a lot of multicurrency cryptocurrency wallets come and go over the years. And you know, like the copy and the promotional aspect, it's basically the same. You know, it's like simple, trustworthy, convenient, desktop and mobile, that kind of stuff, like nobody wants it to be anymore complicated than that, no matter what the value prop is. But so, yeah, really Chris to what you're talking about to how the organic word of mouth has been, I'm like yeah, I definitely believe that because that's how I found out about it. Um, what would you say that Exodus got right? Something all these other multicurrency wallets attempt over the years just didn't realize.

Sebastian: So, I love this one. I'm begging you'll let me take it first. There are two kinds of conversations that I historically had with companies, businesses, protocols. For everybody on the call when I say protocols, I mean, blockchains, the cryptocurrency blockchains, I'm talking about the Cordanas of the world, Solana's, Tezos. There're two macro buckets that these conversations fall on. On the first one, which is by far the largest is, oh, you're a multi-currency wallet add us, you know, we want to list it. We just want a place where we can say, hey, if you want to hold the token outside of Coinbase, outside of Binance, we can just throw them your way. Right. And there's little tear in that conversation or in that ask for how your customers, how your people will use your protocol, will use your coin, will use your business. And then there's this other conversation where a team comes to us and says, hey, we want to make the best experience possible for this. Right. And we want to make the best app. We want to make the best transaction. We want to make that the way that people will use money in the future. We have always seen ourselves as an experienced maker, right? And yes, like a multi-currency, non-custodial, crypto wallet is in purpose, the way that we chose to do that at first. [00:56:43] Right. And there's been many different you know, you can even look at Binance and Coinbase, right, their play into that as a custodial service. But our first and foremost, as you've mentioned, Kevin, you know, having this experience be on chain. We've always seen ourselves first as the on ramp, or, for lack of a better term, portal into how people will actually use the tech itself, right, and we've always wanted to align ourselves with protocols and businesses that are looking to bring these traditional experiences like betting, like earning interest from legacy finance on to protocol. When they come to us and say, we want to make the best experience possible, we throw the whole kitchen sink at it, will throw developers the customer support people, our business minds into it, and we try to make the best experience possible alongside it. The short answer to your question is that we don't just see ourselves, we really never have seen ourselves as just a multi-asset cryptocurrency wallet. The long term vision, as well as what we tried to accomplish so far, is to be the front end for cryptocurrency, doesn't matter if you're a small business that's looking to, you know, provide the next level of app because you're going to build directly on protocol. It's going to be cheaper. Payments are going to be integrated into the app for a better user experience. Whether you're a protocol that's building a new consensus algorithm, this is going to make money and transactions so much faster, so much easier, and much more reliable, some censorship resistant, and with settlement in minutes instead of days, whether you're a customer that just wants to use it all and not have to worry about the technicals of the protocol or having your money locked up or getting your transaction censored. [00:58:41] We've always seen ourselves as this Locust Point, this hub for that, solely focused on marrying all of these different players into one amazing experience. No matter what part you are in it so much better than what exists in a centralized financial world or even in one of these crypto Wells Fargo's, crypto banks.

JP: Our Exodus co-founder, Daniel, who is the Master of Design. Likes to describe what we do as emotionally driven design, in other words, we think about how a person will feel when they download Exodus and how they will experience it. The amount of effort that goes into each little piece or detail is incredible. In fact, this thinking, if you have Exodus on your desktop and you want to move it, mirror it, or sync it on your mobile or vice versa, the amount of thought that went into that whole process to make it super simple was incredible. It was months, just to do the syncing. And so, there's little things about Exodus that you're amazed just work, things you would expect to just work once you experience them. So, for example, if I have Exodus synced up with my mobile first or on my desktop as well, and I send somebody a transaction, I can put in a simple note and it will seamlessly – say, I send you money, Kevin, and say I'm paying Kevin back for the hamburger or whatever. And I have that in my wallet. It just seamlessly shows up on the desktop as a note that says paying Kevin back for a hamburger, and its end-to-end encrypted. It's completely encrypted and private to you, in addition to that, let's say you create additional portfolios. Let's say Kevin you're going to manage a portfolio for... let's say you have siblings, maybe one of your siblings you're going to manage a portfolio for, you can create a new portfolio inside of Exodus. [01:00:48] You can name it whatever you want, let's say you have a brother named Bob, OK? And your brother Bob, you know, you're going to create a portfolio for him. And all of a sudden that portfolio just magically shows up on these synced platforms. Let's say you have a trades or hardware wallet, and you plug it into your desktop. It magically shows up into your synced portfolio on your mobile. So, the experience is how we think about this, how people feel about things. And so, I will illustrate this with a story: Back in 2017, a friend, at a bar we called the Bar Test, his name is Andrew. Andrew asked me, he said JP, I want to get into cryptocurrency, I want to get into Bitcoin, how do I do that? At this moment time, Exodus didn't have a wallet, a mobile wallet. And so, I started downloading a bunch of wallets out there, I said, OK, let's get you this one. Coinbase, let's get you Mycelium, let's get you all of them. And every single one started with a ceremony. You have to either write down all your keys and your phrases, or you have to sign up and do a bunch of stuff that a person in the bar just wants to download, and they want to get started. And then with Exodus, you can do that. You can just download it, get started, you can buy Bitcoin, you can have it in your wallet in less than two minutes. So, it all comes back to the little details and the emotions. How people feel when they experience the software. End-to-end. It's the biggest thing that we got right. And the biggest thing that carries our success.

Chris: Awesome. Uh, Kevin. Unless you have another question, hopefully that that was a decent answer for you, I just want to be sensitive to the other four that want to ask some questions because I've got 19 minutes left is that cool?

Kevin: Yes, sounds good. Thank you very much.

Chris: Awesome. Thank you.

JP: And we will do more of these events as well. So, if there are follow up questions too, glad to answer them. So, thank you Kevin.

Sebastian: Thanks Kevin.

Chris: So, Matthew, what's up? Do you have a question for these gents?

Matthew: Absolutely, thanks for hosting this stream today I'm a big fan of Exodus. I asked a security question last time I spoke to you guys; I'm going to ask another one because I know you guys mentioned it much earlier in the room. What was your, how did you guys end up working with the Securitize ID and why should your customers not be worrying about it?

Sebastian: That's a good question, why did we end up working with Securitize and Securitize ID. There are two answers to this question: [01:02:49] the first one is, I love, and we love working with small teams. Securitize, at the moment, is and has been throughout this process incredibly committed and incredibly upfront and honest about how they're going to serve our potential investors, and most importantly, how the tech is going to serve that experience. We are, to my knowledge, the first company to ever issue tokenized equity from within their own application through an entirely API integrated process. And that has been a huge lift on both sides. Technically and operationally. We value companies that, as I said before, just make things work. They've been there to just make things work throughout this entire process. The second one is that, they've been working actively with our security teams to make sure that everything is up to code. They've been moving a bunch of different balls forward, including a technical audit, setting up bug bounty programs. We have an incredible confidence in the way that they're going to keep customer and investor information safe, because it's how we've seen them work with us, at the moment, in terms of responding to all of our concerns, and literally making the tech work. The second one is that they are an SEC-approved transfer agent, and this is props and kudos to them for taking the traditional transfer agent position, and adding the cryptocurrency component to what they do, adding tokenized equity to what they've already done and pushing that through to get the SEC to approve it. There's not a ton of SEC-blessed transfer agents out there. I believe the Securitize might be the only one. And we just really, when we partnered with them, it was love at first sight. They've been executing for us ever since. And I just have an incredible confidence in what they're going to be able to deliver.

Chris: [01:04:59] And I think just to finish that up as well, just because I believe the last time we spoke about this when we were in Crypto Church, and you asked a really thoughtful question then as well. To the extent that as a reference of how seriously we take privacy and security, and really just the individual sovereignty of our users, we go to great lengths as a company, as a product design team, as an engineering team, as a security team, to really make sure that we don't try to add KYC to really any aspects of our product. We try to make sure that customers have as much power over their own data, over their own identity as they want to have using our platform. And that's always going to be core to who Exodus is, and who we want to be in terms of our relationship with our customers. But just, and I know you heard this before, but just for anybody else who has a sense of, well, why are you requiring KYC then to get these particular tokens? And I think it's most simply understood for us, that if you want to use our products, you can absolutely do it on your own terms, at any time, completely, anonymously, and forever. But if you want to be an owner, if you want to be there right next to JP and Daniel, and most of our employees, and the few people who have invested, then we really - we have to know you. And so, to that end, it might not be for everybody who wants to own public equity, but in that way, we think that we're going to continue to whatever extent is possible, and legal and compliant, given all of the SEC guidance on this, make sure that we treat that data the same, with the same sort of care and seriousness that we treat any other data. [01:06:47] And we're going to stand behind this. We're going to stand behind it on our platform. We're going to stand behind the work of our partners across the board, and we're going to stake our reputation on that, the way that we do every day when people trust us with their personal information. So hopefully, Matthew, that continues to be a good sign of our intentions here. And as we know more over time, we can continue to update people, but it's going to continue to be core to our philosophy, forever.

Sebastian: I think the other thing to highlight as well about Securitize, is with the Securitize ID, they fashioned it with sort of like a Google single sign-on solution, to where we are now able to in any secondary liquidity market that comes after this, really work with them to accept this single sign-on product to allow people to seamlessly create accounts without having to enter KYC information again. Right. So, it just continues to show that there are groups of companies who use protocols like us, that are working together to figure out how do we make these experiences more fun, simpler, even something as not fun, inherently, as KYC is. If it's something that you're willing to do, and something that you feel comfortable that you'll be able to participate in long term... How easy can we make this process? How accessible can we make? Again, the Internet allows us to do so many things and improve so much on current experiences. We just want it to work and we're going to continue to seek out companies that allow us that flexibility and control.

Chris: Cool. Matthew, hopefully that's at least a legitimate answer is we can give today on this. And if you're cool with it, just because we've got about 12 minutes left here, I'm going to move on to Brian, Brian. What do you have for us?

Matthew: Absolutely, thanks guys.

Chris: Thank you, Matthew.

Brian: Hi, thank you. I just wanted to ask questions about the future basically. Maybe get your thoughts on say a hyperbitcoinized world, like say, a decade or two from now, when the world of wealth is sort of on these digital tokens, and Exodus kind of sits there as at the portal to world wealth. I was wondering what kind of things you see built on that kind of platform.

Sebastian: [01:08:39] Oh man, OK, I'm going to grab this one first and then I'm going to toss it quick over to JP, because he's got some really dope ideas. So, I'm a huge Pokémon fan. I've been playing it since I was eight years old, got addicted at a young age and have never looked back. And I've always dreamt of this world where I could just capture these Pokémon, these proto-NFTs, so to speak, and then battle and trade them with everybody all over the world, regardless of whether they have a Nintendo, a piece of hardware or not, and I also dream of a world where my kids get to have a lot of fun training these Pokémon, and trading them, while also generating value. I think of all the hours that I spent money on that game, without any sort of measurable value back other than I got to whoop strangers online at certain times. I think that in ten years, my kids are going to make more than I will in my lifetime, just by playing Pokémon. I think they're playing video games. They could be trading their Pokémon back and forth. They'd be earning microtransactions. They're going to be paying certain services for the ability to trade those Pokémon, or maybe the Call of Duty weapons, or Fantasy Swords, and stuff like that. I think that more and more we're starting to see that video games are a form of art and expression. People find value in the items and the experiences and, for lack of a better term, sort of like animals Pokémon that they acquired during those experiences. And we're only going to see tech continue to show how that value transfer, how people exchanging those experiences. It's going to be a legitimate way to not just have a career, but also just to make money. [01:10:21] That's in 10 years. If you give me ten years' time, yeah dude, your kids are going to be earning more than you are playing Pokémon, and they're going to be trading that value in Exodus. And their tax return is going to be gnarlier than yours, but they are ultimately going to be out-earning you. That's the way I feel about it.

JP: I love this question and in the idea of hyperbitcoinization, a world where everything is priced in Bitcoin, Bitcoin is the Internet of money, the Internet of value transfer is an incredible world. And I'll just give kind of two thoughts in the interest of time on this. But the first one that comes to mind is, you remember earlier this year where oil was a negative value. In other words, if you were a producer of oil, you actually - because the storage was all full, you had to pay people to take your oil. Now, you can imagine that given that Bitcoin is the biggest proof of work coin, you can imagine that there's a world where when you have an excessive energy in one area, you could hook up mining equipment and essentially you take that energy, that store of energy, and you make it digital by using the proven work mining and fuel it by that that energy source. And then you can transfer that energy anywhere in the world. And you can imagine that was with green energy as well. You know how like hydroelectric energy and an excess of it. And so that to me, that becomes a really cool world where we can shift energy easily over the Internet. And that's something that we just haven't seen yet. Today, we're just starting to see the beginning of it. [01:12:09] Power companies are starting to set up Bitcoin miners, and we're starting to see the beginning of this. Another idea that comes to mind is that, today, Exodus pays 100% of our salaries in Bitcoin. We are one of the few companies in the world that do this. I actually think we might be the only company that pays one hundred percent. In other words, it's a requirement. This is not an option. It's a requirement. When you think about salary, you think about payroll. It's still very traditional. Like at Exodus we pay payroll once a month, at the beginning of the month. Why is that? We're actually working with programmable money. There's really no reason that when you go to work or your gonna work, that you couldn't - why can't you get your payment every minute? We will move to a world like that. Where you going to get paid every second, every minute, whatever it is, because we are talking about programmable money and that's just the beginning, could really get into a bunch of de-fi and then go beyond that, but these are just some of the Bitcoin-specific ideas that come to mind, and in an interest of time I'll stop there. But there's a lot of fun in talking about this sort of thing.

Sebastian: Nah, man. I remember when that slack thread dropped in our whiteboard channel, I remember you were like, “what if we got paid by the minute?” And I had to walk away from the computer. And I was like, oh my God, this is crazy.

JP: It's crazy. And nobody has seen anything yet, we are just at the beginning.

Sebastian: I ran across the other day version of DocuSign that's built on Bitcoin. [01:13:51] Again, like these projects are coming up ya'll like it's, I would continue to say that we're in the new stages of this, and something that I also like to say is, that the legacy financial system and the legacy way of building businesses took 200 years to get to where it is today, right, where we are today might be a little rough around the edges. It's just 10 years old, and a company like Exodus is just 4 years old. Give us 200 years and see what we come up with. I think that what JP and I are just kind of dreaming up right now, that's just the floor. It continues to be the floor, imagine what your kids, kids, kids are going to be doing with this.

Chris: Awesome. For the sake of time, I'm not going to editorialize. But suffice it to say, there's so many cool things that are happening in the space and Exodus is going to try to be a leader in so many of them. Really exciting time. Generally, I feel like the Bitcoinization of the world is upon us. So, thank you for that thoughtful question, Brian. And so, we've got five minutes left and I apologize. We do have a pretty hard stop here after those five minutes, but hopefully we can get to these last two questions. Jay, hit us off.

Jay: Hey, thanks for doing these kinds of public, transparent, AMAs, as well as the company being transparent as well with about practically everything. I've been an Exodus user before you had a mobile app, I already signed up and am set for the public offering and looking forward to it. As both a user and future investor, what I wanted to know about the product itself is in terms of – so, you were talking about making things simple and this is a lot about finance not just, I'm guessing a wallet to hold your coins or value. One of the things that has been challenging is, if I bought in a bunch of Bitcoin a long time ago, and maybe converted it to some other coins and moved it, you know, took some in and took some out trying to figure out the change of value over time, and trying calculate my finances within it, or basically, get a sense of oh, if I hadn't converted this out of Bitcoin into some other coins would it have come up as a more – a better move or worse one, in terms of learning from my investment sort of moves. I'm curious if there are plans for an easy or better way, to kind of, really gauge how you are doing other than the portfolio value went up in total or went down in total.

JP: All right. So, Jay what you're saying is, let's say you traded Bitcoin back in, let's say, March 12, when Bitcoin crashed let's say you traded it for Dogecoin or something like that. And you want a rea nice view to say, like, oh, OK, that trade was a good trade or that trade was a bad trade. Is that essentially how I understand? Is that right?

Jay: Well, that's part of it, but, maybe just another example, I don't remember even how much exactly I put in terms of dollars, and I know you folks are looking forward to a world where we don't necessarily think in fiat, but maybe Bitcoin itself, or some other stablecoin of sorts, will become the measure onto which we kind of calculate things. But I'm sure we can all agree, for a very long time, people will still think “oh, how much is this in dollars in main currency in my country?” And so, when I put, probably, I don't know maybe \$50 or \$100, what was it 5 years ago, and later I put another \$500 at some point. Looking back at those transactions on the wallet, it just says a date and a number of Bitcoins and I don't know what the price of Bitcoin was on that day. I can create a very complex spreadsheet and see all my moves and the dates and the quantities and try to extrapolate what was the original - what's my ROY, so to speak, if I'm looking at Bitcoin or my investment.

JP: Right. That makes sense. And in the interest of our stop here, I'm going to answer this as quickly as possible. [01:15:35] So, first of all, a lot of people may not be aware of this, but in the wallet, when you look at a transaction, you can click on it and it expands down, and you can see a historic price of what the dollar amount was for that cryptocurrency at that moment in time. In addition to that, in the portfolio view, you can see the performance of your portfolio over time. And we realize that's not fully what you're asking for, and you're asking for even more than that. And yes, what we'd like to do is we'd like to leverage inside Exodus desktop, somewhere, where we have this notion of the app platform where we can build additional apps and other developers, we even talked about this, other developers coming in and building apps on top of Exodus to provide additional functionality. So, you can imagine, let's you say a person is like, OK, at the end of the tax year I need to figure out my basis, and I want to figure out my taxes or whatever. You can imagine, and integration with the company like Tax Bit or Coin Tracker or anything of that. And it's directly in the wallet, all with one click so that those sorts of features, they're on the long term roadmap, but not in the short term for 2021. But these are things that we are thinking about to make a better experience.

Jay: Very cool. Thanks, keep up the amazing work. This is all great.

Chris: All right. So just because I don't want to be this guy who's cutting off somebody who's waited this long... Persian, you've got a quick question here right in the end that we can drop?

Persian: Yes, yes, thank you so much guys, JP, and everybody and congratulations. Actually, I wanted to know how I can get in touch with you for a podcast interview, that's my question. And right away, I have told my family in Iran, everybody in Iran, most of my friends and family are using your wallet and everybody is so happy with the security and everything, so congratulations again.

Chris: That's incredible. Thank you for that. It's so cool to hear that it's used all over. [01:17:12] I would say, really quickly, check out my Twitter profile, hit my DMS and I will get a podcast scheduled with one or both of these gentlemen for you immediately. So really appreciate that.

Persian: Great, thank you Christopher.

Chris: Thank you. So, with that. Thank you, everybody, for joining us today. Thank you, Sebastian, and JP, for the transparency and openness and getting into all of these details. Really, really appreciate everybody joining us. Thank you all for these thoughtful questions. Thank you for people who have joined us on stage here. Thank you for everybody who's been listening. We're going to do a couple more of these. So, if you are not following the other individuals on here, please do so that when we do some of these in the future, you'll get the good word. But thank you so much, everybody. Hope you have a great evening.

JP: Thank you, everybody.

Sebastian: Thanks, everybody. Catch you next time.

[End recording 01:32:11]

Forward-looking statements

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The Crypto Show – YouTube live stream on March 23, 2021

Catherine Ross: We have JP Richardson, the CEO and co-founder of Exodus, a crypto currency wallet and exchange. He's going to talk, actually about everything. Bring him out. I can't wait.

Aaron: What an introduction.

JP: Hey guys, thanks for having me on the show today.

A: Hey JP, how's it going? Thank you for joining us.

C: Hi, hello, we're super excited to have you. How are you doing? How's your day?

JP: How's your day? I'm doing well. I have a whole long list of podcasts today so I'm excited today.

A: Nice. Awesome.

C: Oh wow. Actually, could you tell us a little about Exodus? I know you love the name and you have the entire history behind it and I saw the Pomp interview that you gave. Could you tell us a little bit about the company and what it does and why our readers and viewers might be interested in that.

JP: Exodus is the most beautiful, easy to use cryptocurrency platform where you can send, receive, and exchange crypto currency. 1.2 million customers trust Exodus to keep their crypto currency safe and secure. And we're on a really exciting path with our public offering coming up soon so it's been a fun ride.

C: I have a question- am I breaking up? Am I here? Sorry I have problems with my connection. How many times do you have to say that this is the most beautiful company in this space.

JP: Probably a million times. See the thing is that it's true and that's why so many customers love the product because it's so easy to use. You can download Exodus for the iPhone and if you have ApplePay set up, you can buy Bitcoin and have it in your wallet in less than two minutes. So yeah a lot of customers love what we're doing. It's a great and wonderful platform in making it easy, in making crypto currency easy. That's one of our biggest causes, make crypto currency easy.

C: Is it only available to US customers or elsewhere in the world?

JP: Exodus, you can download Exodus anywhere in the world whether for desktop or mobile or iPhone or Android so yeah it's available for everyone for download.

A: Nice, you really are making it easy.

C: Okay. Am I breaking up? It's a little bit blurry from my end. During that Pomp interview, you mentioned that you are looking at \$100 million in revenue this year, is that correct?

JP: We are at, so this month things have slowed down a little bit, retail I suspect has just slowed down. But last year we did \$21.3 million in revenue and this quarter we will cross that for sure. Will we be 100? We might not quite be 100 but we're going to get close.

C: But to be fair I think it's pretty difficult to forecast what kind of revenue you might have. Right before you joined, we were discussing Bobby Lee's comments on the future price movements of the entire crypto market movement but particularly on Bitcoin and he said that we might be entering into what we call a crypto winter. Do you see that happening?

JP: No, no, no way. There's no, look I'm a Bitcoin perma bull here. Michael Saylor started this party, Elon Musk is continuing this party, and I suspect a lot of other public companies are going to be buying Bitcoin and institutions are buying Bitcoin. And see, when the price falls, institutions don't have paper hands, institutions have diamond hands, and they are not going to sell when the price drops. So no, I don't think soon anytime is the price going to drop. I suspect that this is going to keep going. Especially if the Federal Reserve policy continues to print money. And every central bank, continuing to print money. I think that this is going to continue.

A: So I brought up John G our local in house crypto expert, I figure we can carry on this conversation a little more and ask a few more in depth questions.

John: You guys can hear me okay right?

A: Absolutely.

C: Can I just continue before John, so your point this demand and supply issue is now taken care of because we have institutional investors coming in and buying so we're not going to see prices going lower than we have right now? Is that what you're saying?

JP: Look, no one can predict the future if you view it as someone back in March 2020, is BTC going to be over \$50k in this moment of time, no one would've been able to tell you yes or no and that applies here. No one can really predict the future but I think the trend is clear that public companies are going to continue to put Bitcoin on their balance sheets because they're thinking about the long term and protecting their wealth in the long term. I don't see that trend changing.

C: Okay, you've mentioned that you're very bullish on Bitcoin, I want to bring your attention to your tweet on Ethereum maximalists who are like the people who thought that Myspace won social networking. Can we talk a little bit more about that? First of all, why? Why do you feel that way? Do you not see ETH as overtaking BTC, so we're in an NFT craze as this point, so ETH has proven that it has huge value to the ecosystem so.

JP: Yeah, absolutely, look I'm an ETH holder myself so what I'm talking about is the future here. And if you go on Open C on Saturday as if I was a new person approaching NFTs for the very first time and what I discovered is to transfer NFTs the gas prices is like \$50 to \$75 and that's just crazy. Now look, I know and understand that Ethereum has the developer mind share today. But things are going to have to move faster. And I know that the new EIP 15 something is coming this summer, and that's going to have some improvements, but we have got to scale faster. This ecosystem moves very fast so we've got to move quick. So that's why with Ethereum, Ethereum's got to watch out. So that's what that tweet was referencing.

C: I'm sure John has some thoughts.

J: It's very interesting, I've been talking to people to try to figure out. I'm fairly knowledgeable in this space, I'm not keeping up with all the different news, but obviously like coming in, being like oh you know we can scale because we have all this network congestion. But the thing for me is that there's already this ecosystem built out on Ethereum is the reason why it's interesting to me that the various reasons the platforms have already built on top of it and different ones on top of that grid so see how quickly the other ones come up. But yeah I hundred percent agree, it's got to scale. People are going to stop doing NFTs if they stop making money on it. If it costs \$80 to make an NFT and they can't sell for \$80 then they're going to stop. So we definitely need to see it scale. I'm of the opinion there's only two use cases for Ethereum right now. It's either staking it to earn value from staking it or super rich people who want to make NFTs and sell them and buy them. I do have a question on Exodus. So you're registered, you're filed with the SEC, so are you listing stock on an exchange? Or is there a different way that you're actually listing that's not traditional? I'm curious on that.

JP: Great question. What is happening here is we are the first company to issue, pending SEC approval, but issue common stock have it publicly represented on a blockchain and have it all inside of Exodus Wallet where a person can buy this stock with BTC, ETH, or USDC. That's the key, it's all on the blockchain, it's not a traditional offering where it's listed on the Nasdaq or anything of that nature. It's all on the blockchain. Again it's all pending SEC approval, but we are planning for this to go live within the next two to three weeks, maybe end of March or early April. But it is pending SEC approval.

J: Do you have a specific blockchain you'll be using?

JP: I'll tell you what, we want to use, and this goes back to my tweet, we wanted to use ETH but we found out that to issue common stock on ETH it was going to cost up to \$9 million and that's just crazy. We can't do that. That's for gas fees, that's crazy. So we are blockchain shopping right now so we are trying to find the right blockchain for us right now to make this really worth our customers and make it easy and cheap for our customers.

J: I would love to follow you on that journey. I would be very curious.

JP: What's your take? Do you have recommendations on companies we should talk to?

J: I'm honestly I'm just trying to build up different things, I haven't dived into the details of all this tech. Personally, like Madich rebranded to Polygon caught my interest. I have to dive deep into their products, I know that projects are working on that blockchain to build different and layer scaling solutions and applications or ways of doing delegated staking, not sure if that would apply to you guys or issues with the SEC with that, I have no idea. Obviously that would be a lot of work on your side to do that, I mean that's one project that I'm very interested into diving deeper into and understanding how they do the technical aspects of build that platform that they're building. I know there's probably similar platforms, I'm not exactly sure who their competitors are. That's just one project that came onto my radar most recently. Cause they rebranded two weeks ago from Madich to Polygon and caught my attention and I looked on their site and saw many projects on their site that I recognize that I didn't realize were using their blockchain. That's one thing I would say to look into Polygon.

JP: That's a great suggestion, layering is something that we're interested in, that we're keeping an eye on that's for sure. That's a good suggestion.

J: Yeah, and Uniswap.

C: I do have couple of questions, so first of all why, I mean you could just buy a SPAC company you could do a direct listing you decided to go that way. I'm pretty sure I know the answer, but why, why did you decide to, let's say, complicate things.

JP: So Exodus doesn't have any venture capitalists so we didn't have to go the traditional route so we thought there was an opportunity for us to build a future where it empowers people to actually control their assets and make stock as simple as sending BTC or ETH. You know what happened with Robinhood and GME situation. That's a bad thing. We want to create a thing where if you're not happy with the platform, you can take all of your assets whether BTC or ETH or Exodus stock or anyone else's stock and take it to a new platform. So it's all about control and the blockchain is the ethos of control so that's the most important part of what we decided to do it this way.

C: And you've mentioned that you're going to hear from the SEC in two to three weeks. How are you feeling about that? Is that going to be a positive decision? Cause I imagine it presents a bit of a pickle for the SEC. It's not something that is ordinary.

JP: I mean I feel great about this. We have great legal counsel working on this. And I feel really good about it. But yeah this is very new and the SEC is of course they want to make sure it's done right and that investors aren't affected. This is something that we're working with them on and I feel really good about it.

C: So you're going to be the first company in the crypto space to actually do that right. So in case you get approval, do you see other companies coming in to do the same thing?

JP: Yes absolutely. I think that we are create a new market by doing this and we will show the world that it is possible to issue your stock and have it represented on the blockchain and have people buy it with crypto currency. You can't buy Exodus stock with a wire transfer or ACH or credit card or anything like that. This is 100% with cryptocurrency. So we believe that we will show the world that this is possible and that other companies will want to come in and do the same thing and offer their stock to Exodus customers as well and then we've created essentially a new market.

C: Wow. Can you guys imagine if the SEC actually approves this that it's going to be just wow it's just going to be a different direction in the market. Aaron do we have at least some time for more questions?

A: We have another 45 seconds let's rapid fire a couple more questions.

C: Okay.

J: You've caught me off guard. (Reading question in chat) What platform is best for buying? Not limited to main coins. Well, how about Exodus. Exodus is a fantastic platform.

JP: I was going to say that today, Exodus, if you want to buy other crypto currency with other cryptocurrency, Exodus is great for that. We still have to make it better for actually using fiat currency.

J: What is the top crypto currency? Bitcoin?

JP: BTC for sure.

C: How many coins do you have available?

JP: Last count, I think it was 113.

C: Pretty interesting. Any more questions or wrap it up?

A: Let's wrap it up, that was great.

C: Thank you so much for joining us and your views. And honestly whenever you guys are approved by the SEC, give us a heads up I want to write about that.

JP: We'll let you know.

A: Thank you JP for joining us. Fantastic interview and plenty of information as well. Have a great day.

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Transcript of Pomp Podcast Interview, March 16, 2021

Pomp: Hey guys, what's up? I'm so excited for you to watch this interview. Before we get into this interview, I want to talk about our sponsor, Prime XBT. If you're trading bitcoin, you got to be using Prime XBT. Not only do they have global markets available to anyone, but they also have great execution, low fees, and an amazing user interface. The best part about Prime XBT, is that you can also follow some of the best traders of the world. You go on, you find someone who you think is smart, and you can literally just follow their trades when they execute something, your portfolio executes the same. And if you think you're one of the best traders in the world, then you can simply go on there and have people follow you, and you can earn a little extra income by having those followers. So, if you're trading bitcoin anywhere in the world, you got to use Prime XBT. They've won multiple awards for being one of the best trading platforms in crypto. You can trade spot markets, or even use margin. So, go on over to use Prime XPT. You can go to the description and click on the link there. Alright, let's get into this episode today, I really hope you guys enjoy this one.

Pomp: Alright guys, bang bang. Got JP here with me, thank you so much for doing this, man.

JP: Hey, thanks a lot Pomp for having me on.

Pomp: Absolutely. I'm super excited to go over all this stuff. Let's just start with your background, before you ever knew what bitcoin cryptocurrencies were, where were you born, where did you grow up and kind of what you do.

JP: Yes, so let me just start with our name Exodus. I think it's really important for listeners is that, our name, Exodus, is an escape from the traditional financial system. And the reason that is so important is because money, the most important commodity, is controlled by centralized institutions. And so, we felt the need to build software to empower people to control their own wealth. And to date, we have a million customers and we're on track to do 100 million dollars in revenue this year. And if you contrast that to where I was in 2015, I was broke, I only had a few thousand dollars in my checking account. There's kind of a little funny story surrounding this, I had this old shitty Toyota Camry. Her name was Goldie and she was sitting outside the front of my house. The car got hit twice in the same day and the insurance company didn't love Goldie as much as I loved Goldie. I was fortunate enough that that money that the insurance company paid out gave me a little bit of fuel to survive to actually raise money for Exodus. But before all that, my background is I'm a Software Engineer, born and raised in Nebraska. I witnessed what happened with the financial crisis, in the transition there, and then into Mt. Gox and the failures with Mt. Gox and how it was difficult to use and it wasn't safe or secure and so this is the kind of origin of how this all got started.

Pomp: Yeah, so let's talk a little bit about kind of growing up in the Midwest. Most people who listen to this are going to be either international or live on one of the coasts. When you think about the Midwest kind of childhood, what are some of the things that stick out to you as advantages having grown up there?

JP: Yeah, so the Midwest is really known for having a strong work ethic and that's how a lot of people around here are. People work really hard but we knew that to build a company that has a decentralized future, that we were going to have to build a company that is 100% remote and pays salaries 100 percent in Bitcoin, and that was one of our secret weapons early on is that we were able to despite the fact that my co-founder Daniel, who is the design guru early on. He's got design experiences from Disney, Apple, BMW, Nike and Louis Vuitton to name a few. Knowing that early on that we wanted to build a tech company quickly and so we're like let's pay salaries in Bitcoin and 100 percent of the salaries and we could recruit from all over the world and that's how we got started, that's how we were able to move so quickly.

Pomp: What was the original impetus for Exodus? What was the idea, how did you come up with it and how did you get started?

JP: With watching again with Mt. Gox and how difficult it was to use and knowing that it's not safe, because you know, the hacks and then seeing that the biggest companies coin based finance, they're all centralized and we see a future where it's completely decentralized. So that's where this really started. I actually built a Bitcoin Wallet called Coinbolt. It was in the early days, back in 2014. I quit my day job at a biotech company and I was pitching Coinbolt and somebody told me that it looked like basically a five year old designed it, and I knew that I needed to improve my design abilities. That's where I met Daniel and he had that same shared ethos of let's build something that people can control their own wealth. We did something different because Coinbolt was originally just on the mobile phone and we thought, well, let's actually build Exodus. We know that people love to manage a portfolio of cryptocurrency. People love to trade cryptocurrency, let's built it on the desktop because in this moment time about 2015, is when most people were trading on the desktop and so, that's where we got started. Our first investor, Eric Vorhees, a lot of people don't know this at this moment in time but, they've been in Denver Colorado which is right next to Nebraska It's about a seven or eight hour drive so my co-founder Daniel and I, we would get in the car, we would drive out to Denver and we would sit with Eric and then we'd drive back in the same day because we didn't have the money to stay in a hotel and so that's how we got started here.

Pomp: I love it. When you started, you guys wanted to build this desktop wallet. What you did you build for, was it just Bitcoin, was it for kind of all different types of assets, how were you thinking about?

JP: The early version was just Bitcoin, Litecoin and Dodgecoin and that's it. That's really all there, I mean, there was a few other ones like Namecoin and maybe just a few other ones. I remember one when Dash was released. Dash was starting to become popular and then of course Ethereum. That was one of the biggest, so we brought in Ethereum and Dash real quickly and those were the two assets in 2017, it was actually February of 2017. It was just Daniel, myself and then a couple other engineers. We made \$3,000 that month February 2017, and we're like we might have a business, but it was then march of 2017 where we made \$70,000 and we're like oh yeah, we got a business and it was because of people's interest in Dash and Ethereum.

Pomp: When you think through kind of the product suite today, so you go from kind of a single wallet type functionality on desktop that supports you know, three of four different cryptocurrencies today. You've got an entire ecosystem that you're building out. Walk us through that product suite and what users can do with the product.

JP: Desktop was where it all started and it's just simply to send, receive and exchange cryptocurrency and of course, early on as you would expect, we got so much demand for a mobile app and we knew we would always build a mobile app but we thought let's built desktop as a stable base because that's where people are trading. But over time, after we stabilized the back end infrastructure, we got to the 2017 bull run, we stabilized the infrastructure, we knew that we had to bring in additional features and two of the biggest ones is first of all, we brought in tracer support. We knew that there were a lot of people out there that wanted to secure their cryptocurrency in a way where they didn't have a worry and they were very comfortable with a hardware wallet, so we brought in tracer support. And then around that same time, we also released the mobile app. This way allows people to view their portfolio on the go and today the product suite has really evolved out into, we've started thinking about how can we make it easy for people to buy cryptocurrency and so we introduced apple pay support inside the mobile wallet. A person can download Exodus on the iPhone and they can have bitcoin in their wallet in less than two minutes and so that's a very big popular feature for people and then in addition to that, there's a lot of small things that people aren't thinking about that we've brought into Exodus that are really useful once people start using it. So a recent feature that was introduced is the notion of having multiple portfolios on the desktop and then actually have it magically sync with the mobile. You can name a portfolio on the desktop and it magically shows up with the same name on the mobile and desktop and so that's kind of what we brought in and beyond that, we really are passionate about eventually making D5 easy to use. That's going to be really important for the ecosystem. You know, making NFT's easy. I mean, NFT's are really hot and popular right now but there's so on all these different websites and still with the Ethereum gas fees, there's a lot of complications. That's how we're thinking about making easy to use.

Pomp: So, JP, one of the things that I want to talk about, you guys have kind of three core ideas kind of as you guys keep pushing forward and one of them is that there's going to be continued distrust in these centralized institutions, maybe help us understand kind of what you mean by that and how you see that playing out?

JP: Yeah, absolutely. So, I mean if you go back to the 2008 financial crisis, you had a majority of Americans saying let them fail, let them fail and both political parties went against the American populace and were in support of bailouts for these banks. And so, I think that's where the origin really started and then if you look at the presidential election of 2016 or the presidential election of 2020 doesn't matter which side you're on, either side thought the other side stole the election and so now you have a majority of people in America who are starting to think is the electoral process in favor of me as an American? I just saw a statistic yesterday, it said for the first time more than 50 percent of people identify as Independent not either party and so then if we look at kind of what happened with AWS and some of the issues with Parlor. And if we look at RobinHood and Gamestop, I mean that was the most recent one where people were just like are you kidding me that RobinHood is doing this? And so I think these sorts of things are going to continue and it's only going to cause more distrust with people and not to mention that the biggest and most obvious one is the Federal Reserve saying hey we're going to print 1.9 trillion dollars whether you like it or not and so people are starting to look for alternatives and rightfully so.

Pomp: Yeah and it feels like a lot of the centralized entities part of the problem is that they are human led. There's you know, emotion, there's greed, there's fear, there's just mismanagement and so in a lot of these decentralized products what you get is you just get algorithmic governance right or you get true governance by the people and it feels like that's just a solution that people are getting more and more comfortable with?

JP: Absolutely, I completely agree with that. With the rise of D5 right now, it's still very complicated but there's so much interest in these systems and protocols because of the promise that they offer if we take a look at you know, the lending platforms whether its compound or _____, you know, taking a loan out on the blockchain is really cool. It's just difficult to use today.

Pomp: Yeah, and then you start to think through, kind of defy in general, I know another thing that you're really focused on is the idea that more and more people are going to flock to decentralized financial applications. Sounds like you're probably less religious about where exactly that's going to happen from the kind of tribal wars of different blockchains. But more so just like the decentralized financial applications will be the standard, they will become more popular over time. And so, you at Exodus, want to figure out how to kind of serve as an interface and a connectivity point to wherever the market adopts those applications?

JP: That's exactly right. This last summer, we had an integration with Compound Finance and then Sport X. A lot of people haven't heard the name Sport X but it's a really cool decentralized betting platform, sports betting platform and so we had integrations on both these platforms and they're both built on Ethereum. And so, we all know what's happened with Ethereum and the rise of the gas prices and if you're going to put a 40 or 50 bet down in a game and you've got to pay 30 or 40 on gas fees, you're just not going to do it and so for us, you know, we don't have a horse in the race whether it's Ethereum or some other blockchain but we just want a blockchain that people find useful and it's cost efficient and it just works for the average person.

Pomp: One of the things that really stands out about your product and I know it's a third focus for you is the user experience right, with the user interface, it's absolutely gorgeous and I think that it rivals what people would expect in a non-crypto product right? So if you had a consumer product in the traditional world that you looked at, you said wow that's really pretty, I like the way that it just works. It seems like you guys have been able to take the best of that design world and bring it into crypto and the Bitcoin ecosystem where frankly a lot of the design leaves a lot to be desired in many cases.

JP: Absolutely, so everything that we do, we do with the product and customer experience in mind. In fact, there's a little story here that kind of represents this we call this the bar test or the pub test and I remember back in, it was I think around 2017 or so, a friend asked me, like hey JP, I want to get into cryptocurrency, which wallet should I use and so at this moment in time, we didn't have a mobile wallet but you know we're sitting in a bar and we're having some drinks and I'm like okay. Let's start downloading mobile wallets and so we started going one by one through all of them and all of them required a major ceremony at the beginning to get started. Write down your 12 word phrase and do all kinds of things that a person in a bar shouldn't have to do and so we're thinking like okay, let's think about the product experience. Let's think about the customer experience, how can we get a person to get started as soon as possible. And how, beyond that, how does a person feel when they use the product, and that's what we call emotionally driven design. When we think about feelings, how a person feels when they use the product and you can see that everywhere in the product.

Pomp: Absolutely. When you start thinking through that product iteration moving forward, what are the things that you want to add to it or improve over time?

JP: So one of the things that we've done recently, this was just announced on Friday. We filed with the SEC so that we could offer our common stock on the blockchain directly inside of Exodus and so this allows a person to download x's, share in our success and use and buy our stock only with cryptocurrency. whether it's Bitcoin Ethereum or USDC, and do this all within Exodus. and so why this is so cool is that we'll show the world that this works well. If you look at like the old ICO crowdfunding days, like EOS raised four billion dollars on a website, right and so if we can do this in an app that already has you know presumably billions of dollars in it then, we should be able to be really successful and then other companies can come inside and do a crowdfunding option right inside of Exodus and then everybody can trade their stock. We're going to do an integration with T0 and merge, and this will allow us to effectively have a global IPO throughout the course of 2021.

Pomp: So talk through a little bit more about this right, you have a business that was quite attractive through 2020. This year, you're on track to do about a hundred million dollars in revenue. I'm assuming that there will be profit off of that and you're choosing to basically go to user base and say hey you as users, you should invest rather than go to traditional venture capitalists and so walk through kind of a logic as to why go to the user base kind of what the philosophical belief that you have as to not go to a venture capitalist and kind of just turn to the community.

JP: Yeah, so venture capital it's a fine way to raise money but in reality it's only reserved for the privileged few who are accredited investors or venture capitalists and so we wanted to create a future where anyone can participate, whether you're a credit investor or not a credit investor and beyond that. We see a world where a situation like what happened with RobinHood and Gamestop, we see a world where that can't happen if you have stock in an application and you're not happy with how that application is working. You can just take your stock and go to another platform much like how crypto works today. We want to bring that same world to the world of securities and exchanges. Now we understand it's going to be difficult because there are so much regulations surrounding here and we have to follow all the regulations but we believe by working with our partners, we can build a system where it's on smart contracts on the blockchain and we can give the same benefits for customers to have that control.

Pomp: Got it. And so, when you start to think through kind of implications of this right, obviously, one it provides a lot more access to both accredited and non-accredited investors, but will every company go do this, is there some obstacle or barrier that makes it hard for them to do it, like how do you just think of other companies and whether they should pursue this?

JP: Yeah, so in the 2012 Jobs Act, there are two provisions that make this really lucrative for custom companies so one of them is the regulation A+ offering. That's what we're doing, it's a little more of an involved process and it costs about a million dollars or so give or take to actually make this a reality. There's also the regulation CF process that allows smaller companies to get started even sooner and it's much cheaper. Now the regulation A process allows a company to raise up to 75 million dollars and the regulation CF process allows the company to raise up to five million dollars through pure crowdfunding so we see a world where a lot of companies are going to start doing this.

Pomp: When you look at the regulation A+ allows 75 million dollars it's accredited and non-accredited investors but there's a couple of maybe kind of safeguards if will, put on these investors talk through for those are listening that may be interested, what exactly are the kind of requirements or safeguards for those two investor types?

JP: So, as a person would expect for accredited investors, an accredited investor can invest as much as they want. Now the SEC for non-accredited investors has said that they have a maximum. Non-accredited investors are allowed only to invest a maximum of 10% of their net worth or 10% of their income and so that's one of the safeguards the SEC has put in place.

Pomp: Amazing, and so we kind of continue to see this. Talk about the tokenization of the shares as well right because one piece of this is hey, I'm going to use existing regulations that are in place and I'm going to use it to my advantage. I'm going to go out and I'm going to raise capital but now you're talking about is, you're basically talking about on the backend, tokenizing the shares rather than having them done kind of the more traditional way. What is the advantage to you to do this and what's the advantage to the investor?

JP: Yeah, so the advantage to the investor again for the future is control and having those stocks actually not to have to worry if the system goes down, can take the stocks and go anywhere else it doesn't exist right at this moment but that's an advantage in the future. In the short term, one of the other big advantages is transparency so that the cap table becomes completely transparent at least in how it's distributed amongst people but one of the things that we're facing with tokenizing on the blockchain is that we were originally looking at Ethereum and we were settled with Ethereum and then we just found out a couple of weeks ago that it was going to cost up to 9 million Dollars to issue our stock on Ethereum and that's due to high gas prices and so we're currently shopping around for other blockchains to do this.

Pomp: Yeah, and so when you think about kind of the tokenization component are there issues on the regulatory front or still obstacles and complexities you need to work through, or is it pretty straightforward in terms of how regulators think about this and kind of what they'll allow and they won't allow?

JP: Yeah, there are definitely obstacles but we're working with a great partner over at Securitize and what they've done is they are a registered transfer agent within license with the SEC so that means that they have the ability to do this and they have a blend through a world of smart contracts and so there are challenges. It's not as easy as just I'm going to send my shares to somebody else that's not registered in the Securitized smart contract so there's definitely challenges and then it gets even more challenging when we have to integrate this technology with other third parties like T0, which is a trading system or Merge, which is a trading system for people outside the United States and so we have to integrate all three of these systems together while following the regulations and use the smart contracts.

Pomp: Got it. And so, when you think about the 75 million dollars that's coming in, there's advantages to both you and to the investor in terms of the way you're doing it so both Reg A plus and then tokenization but you still get 75 million dollars right or equity capital. What are you going to do with the money?

JP: Yeah, so the biggest thing that we're going to do is, we're going to reinvest in the product with like everything that we do and so we're going to make the product so that a person can buy cryptocurrency anywhere in the world because as our mission is to exit the traditional financial system and help the world do that, we have to make it easy for a person in any country in the world. As our mission is to exit the traditional financial system and help the world do that, we have to make it easy for a person in any country in the world to actually buy cryptocurrency whether that's with a bank account, whether that's with the credit card and a lot of people don't have bank accounts or credit cards and so we have to find ways to actually make it legal and accessible for them do to do this cash. And so, that's where a big use of the money is going to go to and then in addition to that, DeFi and making DeFi really simple to use and making NFT simple to use that's going to be a big component. And then of course marketing and then finally, there's going to be, I think you'll see some strategic acquisitions that we'll be interested in at some point.

Pomp: Got it. And so as you think of moving forward, how big is the team today, what will that, how will that change as you continue to invest in the product?

JP: So today, the team is 116 people. It was I think back in December, where we were at just about 70 people and so we've just grown so fast and we anticipate that this thing is going to continue throughout 2021 and all the objectives that we're going to do with the secondary trading systems and making DeFi easy and all these sorts of things we anticipate by the end of the year is very conceivably that we could be well over 250 people and so this thing feels like a rocket ship and we're just along for the ride and it's been a lot of fun.

Pomp: I love it. What's the biggest obstacle that you're going to face, like what's the thing that keeps you awake at night as you continue to build the company even though you've had all the success?

JP: The biggest thing right now is working with the regulators to make sure that we have a framework that allows people to use these systems and allows people to actually own equity in companies. That's the biggest obstacle right now and we've been working with the SEC on this and we're going to continue to work with the SEC on this and unfortunately, it seems that as time goes on, the regulators have held much more of an open mind about things and so that's been great to see but that's by far the biggest obstacle is making sure the regulators are comfortable with what we're doing and how this is all going to work is the biggest obstacle.

Pomp: Yeah, no it makes sense and then talk to me about the team in general, is it, I know it's remote, but is it mostly U.S., is it international? How is the team broken down?

JP: So, most of the team is actually international. We have 40 some people in the United States and the rest is completely international. But the cool thing is that we pay U.S salaries no matter where you live. It doesn't matter if you live in a country with the lowest cost of standard living, we still pay U.S salaries everywhere. In fact, we anchor our salaries to Denver Colorado market and so we anchor it no matter where you live because we don't want somebody to get paid more whether you live in San Francisco or New York or get paid less again if you live in a very cheap place you should be paid a fair wage wherever you live and another cool thing is we have 100 percent transparent salaries and 100 percent transparent cap table. So everybody in the company can see what everybody else is making and so what that does is that allows or that forces us as a company to be aggressive and ensuring that our people are happy and not you know, having to feel the need to get a job offer somewhere else and then get some counter offer from us because every single person's salary is transparent.

Pomp: How do you keep track of that, is it just posted on like an excel sheet somewhere? Is there a dashboard? That's a really fascinating way to look at you know, eliminating internal politics.

JP: It's just on an excel spreadsheet but one of our visions is to actually become the most transparent company in the world and so what that means to us is that you know when we have this regulation A public offering and we become effectively a public company, we don't want there to be any difference between insider trading or not, we want everything to be public so the moment an event happens, it goes up on a website. All everything that we're doing it goes up on our website so that we can be transparent about everything and we've always found that transparency is a part of our ethos. Transparency really brings in trust and I think that's important to building a company.

Pomp: I think it's very important so I tend to agree with you. Before we get into the rapid fire questions, when people ask you what is Exodus, just give us kind of the one or two sentence pitch and then tell us where people can go to download the product.

JP: No, Exodus is the easiest to use cryptocurrency wallet that allows you to send, receive and exchange cryptocurrency. You go to exodus.com to view more or [exodus_io](https://twitter.com/exodus_io) at Twitter.

Pomp: That is a pretty concise elevator pitch. Something tells me that's not the first time you've ever done that. I've got three questions for you and you get to ask me one too, to finish up. The first question is what is the most important book that you've ever read?

JP: Most important book that I've ever read is *How to Win Friends and Influence People*. That book was definitely transformative in how I approach relations in both the professional realm and the personal realm. There are some outdated lines in that book about, you know addressing people like Mr. or Mrs. or whatever but overall, there's still some really great content in that book.

Pomp: Absolutely. Next question is a little bit more personal, sleep schedule. I used to sleep five or six hours but now I sleep like eight or nine and a huge part of it comes from our friends over at eight sleep and so their question is what is your sleep schedule? They've got this thermoregulated bed which just means you can make it really hot, you can make it really cold. I sleep on literally an ice cube and sleep like a baby and my Apple watch tells me you know, good job every morning after I started using this thing. I feel like I'm cheating the system, but what is your sleep schedule and how's that changed over the years?

JP: I used to be one of those guys that I'd stay up until five, six, seven a.m. in the morning. In fact, my wife would come to my office and my hair was all messed up. I was wearing sweatpants and a big furry sweater and she was like oh my god, I can't believe I'm married to this guy, but over the years and especially around the Covid time, I got to fix my sleep and so I have started religiously going to bed between 10 p.m. and 10:30 p.m. and then I get up religiously between 4:30 a.m. and 5 a.m. every single day.

Pomp They say that is one of the biggest things even though you're not sleeping eight hours, we'll work on that part of it. The whole idea of going to sleep at the same time every night is a major factor of making sure you get great sleep.

JP: And it helps with clear thinking. You know as is running a company, you really got to be thinking clearly and so having a good sleep helps with that, absolutely.

Pomp: Yeah, makes sense. Last question that you to ask me one to wrap us up is aliens, are you a believer or a non-believer?

JP: Oh, absolutely. When I was a kid, I got so wrapped up into you remember that show Unsolved Mysteries with Robert Stack? Do you remember that show? Oh my gosh, I would watch all the stuff about the UFO's and I was really, I actually was scared of UFO's as a kid but these days I'm no longer scared of UFO's but yeah I think it's pretty improbable to think that in the entire universe that alien life does not exist.

Pomp: Yeah, I'm there with you. I think it's very unlikely but who knows just the big question is whether we'll ever come in contact with them or not. What's the one question you have for me to wrap us up?

JP: So back in the summer, I think I remember on one of the podcasts you said that you owned, I think Bitcoin only so since then what are your top four assets that you hold now?

Pomp: Bitcoin, Bitcoin, Bitcoin and Bitcoin

JP: Oh come on, you don't hold anything else still only Bitcoin?

Pomp: Only Bitcoin, that's it.

JP: Wow, ok, alright

Pomp: Look, and part of it is like, I'm not a trader right, I am not looking for the greatest financial return right, you know so it's kind of like you got to ask somebody like why right and to me it's just it's the simplest thing right and it's still going to be pretty attractive in terms of how it plays out. Now, in terms of investing right and usually from my professional standpoint, I've been missing all kinds of stuff right and so you know I'm really fascinated with decentralized open protocols. Really interested in a lot of the governance things. There's a whole new kind of body of work around merge mining on Bitcoin and spending a lot of time paying attention to that right, and so like there's all this kind of innovation that's occurring and so technically I'm really curious and I'm really kind of intrigued by it and so spending a lot of time you know understanding it, learning, meeting all the people who are kind of driving this, but really personally, the only thing that I own is Bitcoin. It's the simplest, easiest thing I actually suggest that for most people. The other thing that's kind of tangentially related is I have a lot of digital art right and I'm probably you know, quickly becoming one of the larger holders of digital art in the world and the thought process there is just like I enjoy it, right. It's more of a game to me that's less of like an investment, it's more of a game and so it's just at this point in my life, it's just I want to do the things that make me happy right. If I'm happy then like whatever.

JP: Do you anticipate buying any other crypto assets other than Bitcoin or digital art?

Pomp: I never want to say never right, just because it's like you know you'd be pretty stupid to say no forever and you know there's things that I'm, really intrigued by it's like I'll give you a perfect example. Unit Swap today is based on current numbers a little bit smaller than coinbase right. Coinbase last year did 1.3 billion in revenue, Unit Swap is somewhere between like 800 million and a billion. So even if you discount a little bit, let's say Unit Swap would be like 50 percent of coinbase well, there's probably a pretty strong argument that the decentralized product is going to be bigger than the centralized product. Now is the decentralized product going to be Unit Swap or going to be something else, who knows you know? We'll see kind of a lot of stuff but I do think that this stud is really fascinating. The part that I keep going back to is, it seems like there's a lot of innovation and really experimentation happening around how do you do governance, how do you do on-chain cash flow, do you need a token, do you not need a token? All these different components to it and so you know the beauty of this industry is just all figuring out like no one has the answer yet everyone's got an opinion and so, when I worked at Facebook, we have the same code wins arguments.

JP: Yeah

Pomp: That's what we're watching play out here in real life. It's like code is going to win the argument

JP: I love it, yes I love it.

Pomp: So, I think that's kind of how I look at it, you know, I'm open to other things, I'm just learning right now and then once I've got a kind of deep conviction like I do with Bitcoin, then we'll go from there.

JP: Yeah, I think a student mentality makes a lot of sense.

Pomp: I'm not the smartest guy but I like to think that I am intellectually curious to learn from everybody so we'll see how that plays out.

JP: Awesome.

Pomp: JP, Before I let you go, where can people go if they want to participate in the Reg A offering that you're doing?

JP: Exodus.com/invest but if you just go to Exodus.com, you'll figure out the rest from there, but Exodus.com

Pomp: Awesome man, well listen, thank you so much for doing this. I really enjoyed it and I think people will learn a lot and I highly suggest people go check out exodus.com or search in the app stores for exodus. It's a beautiful cryptocurrency wallet and I think the JPEG team did a great job and then when you add in the Bitcoin ethos of paying everyone in Bitcoin, being decentralized all that stuff, it's just kind of icing on the cake so thanks so much man, we'll do it again in the future.

JP: Absolutely, thanks Pomp.

*[Form of follow-up email from JP Richardson to
select prospective investors that received the initial email]*

Hi [Name],

I want to give you an update:

On March 16, 2021, Exodus publicly filed its amended preliminary offering circular for the planned sale of up to \$75 million in Class A common stock to the public at a price of \$27.42 a share. The preliminary offering circular may be viewed on the [SEC website](#). All of the terms of the planned offering are in the preliminary offering circular, which remains subject to the review and qualification of the SEC.

In this planned offering, the purchases of shares of our common stock would be made through the mobile or desktop versions of the Exodus Wallet (<https://www.exodus.com/invest>). The shares would be paid for with Bitcoin (BTC), Ethereum (ETH) and USD Coin (USDC). We intend for the shares to be represented digitally by common stock tokens on a blockchain.

Daniel Castagnoli and I, the co-founders and directors of Exodus, are excited about the future of the Exodus platform and the power of blockchain technology.

Let me know if you have any questions.

Thanks.

-JP

Forward-looking statements

This communication contains forward-looking statements that are based on our beliefs and assumptions and on information currently available to us. In some cases, you can identify forward-looking statements by the following words: "will," "expect," "would," "intend," "believe," or other comparable terminology. Forward-looking statements in this document include, but are not limited to, statements about our future financial performance, our business plan, our market opportunities and beliefs and objectives for future operations. These statements involve risks, uncertainties, assumptions and other factors that may cause actual results or performance to be materially different. More information on the factors, risks and uncertainties that could cause or contribute to such differences is included in our filings with the Securities and Exchange Commission, including in the "Risk Factors" and "Management's Discussion & Analysis" sections of our offering statement on Form 1-A. We cannot assure you that the forward-looking statements will prove to be accurate. These forward-looking statements speak only as of the date hereof. We disclaim any obligation to update these forward-looking statements

Testing the Waters

This communication may be deemed "testing the waters" material under Regulation A under the Securities Act of 1933. We are not under any obligation to complete an offering under Regulation A. We will only be able to make sales after the Securities and Exchange Commission (SEC) has qualified the offering statement that we have filed with the SEC. The information in that offering statement is more complete than the information we are providing now, and could differ in important ways. You must read the documents filed with the SEC before investing. No money or other consideration is being solicited, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement filed by the company with the SEC has been qualified by the SEC. Any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of acceptance given after the date of qualification. An indication of interest involves no obligation or commitment of any kind. Any person interested in investing in any offering of Exodus's Class A common stock should review our disclosures and the publicly filed offering statement and the preliminary offering circular that is part of that offering statement at https://www.sec.gov/Archives/edgar/data/1821534/000114036121008799/nt10013846x10_1aa.htm. Exodus is not registered, licensed or supervised as a broker dealer or investment adviser by the Securities and Exchange Commission (SEC), the Financial Industry Regulatory Authority (FINRA) or any other financial regulatory authority or licensed to provide any financial advice or services.

No offer to sell securities or solicitation of an offer to buy securities is being made in any state where such offer or sale is not permitted under the blue sky or state securities laws thereof. No offering is being made to individual investors unless and until the offering has been registered in that state or an exemption from registration exists. Exodus intends to complete an offering under Tier 2 of Regulation A and as such intends to be exempted from state registration pursuant to federal law. Although an exemption from registration under state law may be available, Exodus may still be required to provide a notice filing and pay a fee in individual states. No offer to sell securities or solicitation of an offer to buy securities is being made in any international jurisdiction where such offer or sale is not permitted under the securities laws thereof. No offering is being made to individual investors unless and until the offering has been approved by a competent authority in such international jurisdiction or is made in accordance with an exemption from the relevant international jurisdiction's securities laws.

[Form of initial email from JP Richardson to select potential investors]

Hi [Name],

I'm JP, CEO of Exodus - <https://www.exodus.com>

Exodus is beautiful and easy-to-use non-custodial wallet that allows customers to send, receive, and manage a portfolio of cryptocurrencies. Our most popular feature is the built-in exchange that allows trading of over 10k pairs.

Over 1 million people trust our software to keep their assets safe. We're on track to do \$100MM in revenue in 2021.

Now, we're making history. We are the first company to initially offer our common stock to the public represented digitally on the blockchain. Only to be purchased with cryptocurrency. All 100% inside of the Exodus platform (<https://www.exodus.com/invest>). SEC-regulated through Regulation A+.

We believe that by doing this offering, we can reinvent capital markets. Other companies will see the power of raising money directly from our 1 million customers and will want to raise money on the Exodus platform. Thus, rebuilding the stock market from the ground-up on blockchain technology.

We have \$50MM on our balance sheet and are financially strong. To date, we've only raised \$538k and have no formal board or VCs.

We would love to have you invest anywhere from \$500k to \$1MM as a part of the \$75MM raise. But not more.

Are you interested in learning more?

Thanks.

-JP
