

# Crypto Trading Platform

Buy | Sell | Hold



## Offer Crypto Assets Through Digital Banking

To acquire crypto assets, customers often turn to third party competitors that are constantly expanding their financial offerings. CSI and NYDIG's Crypto Trading Platform keeps customers engaged with your institution by empowering them to buy, sell and hold Bitcoin from your digital banking platform.



## The Demand for Crypto and Banking

As the crypto ecosystem grows, so does customer demand. This poses a real opportunity for traditional institutions that want to stay competitive and at the center of their customers' financial lives. Crypto firm NYDIG recently found:

- **81% of Bitcoin holders** would store it with their financial institution if they could.
- **71% of Bitcoin holders** would switch financial institutions for one that offers Bitcoin products.
- **51% of non-Bitcoin holders** want Bitcoin products and services through their financial institution.



## How the Crypto Trading Platform Works

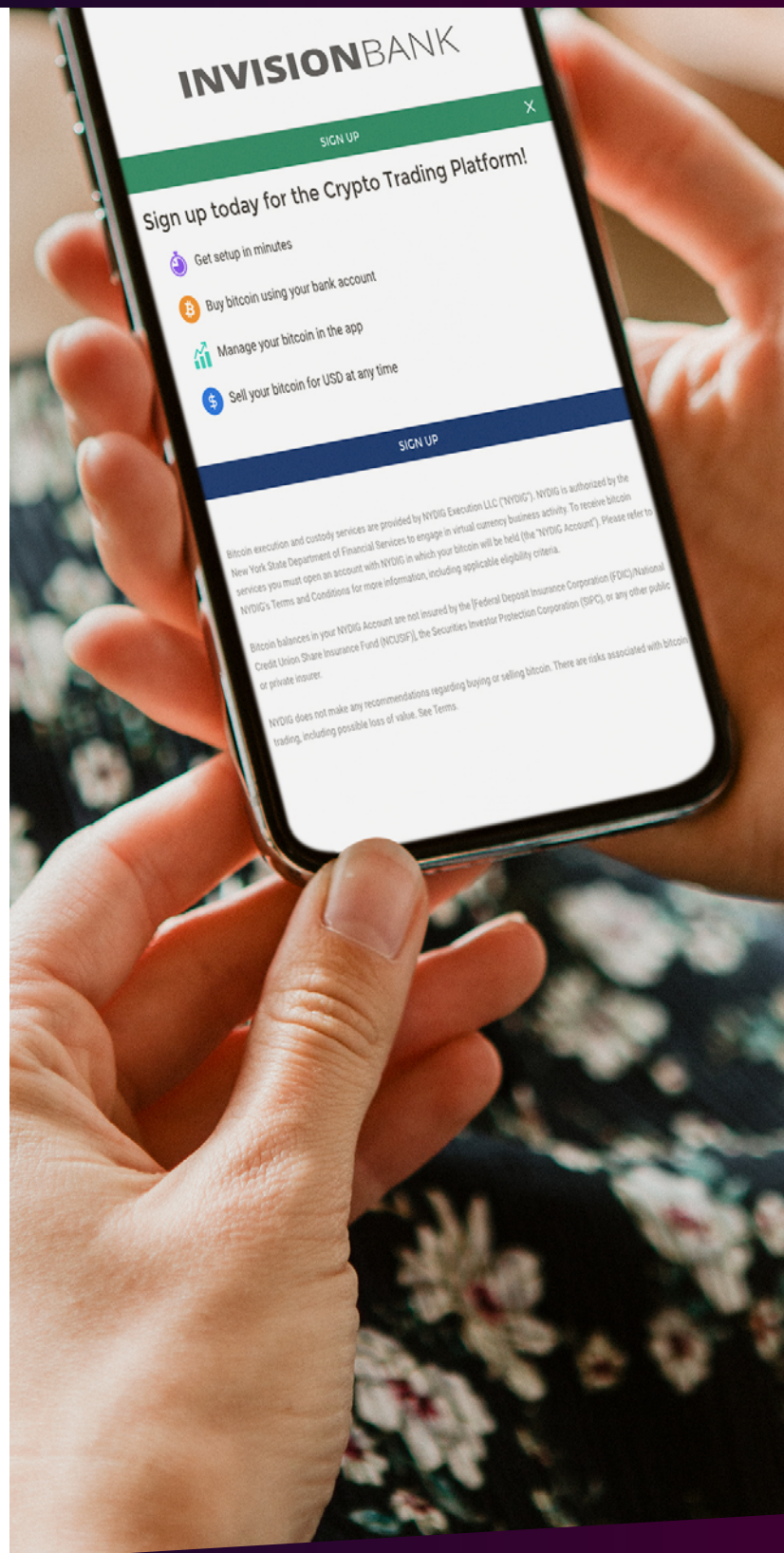
CSI's Crypto Trading Platform connects your institution's mobile and online banking to NYDIG's trusted and seamless digital asset accounts. This enables customers to obtain Bitcoin as an asset, while generating fee revenue for your institution. Customers simply:

- **Access** the trading platform through digital banking.
- **View** Bitcoin's value or their assets' value in real time.
- **Sign** terms and conditions to buy, sell or hold digital assets.
- **Fund** purchases from and **receive** proceeds of sales to their account at your institution.
- **Receive** a document to file taxes on any gains.

## The Benefits of a Crypto Trading Platform

Financial institutions that embrace a Crypto Trading Platform empower their customers to safely engage with digital assets without funneling funds out of their institution and to competitors, thereby strengthening customer relationships. You'll also:

- **Earn non-interest revenue** by collecting transaction fee income.
- **Boost engagement** by enabling interested customers to safely acquire Bitcoin.
- **Retain customers and deposits** by eliminating customers' need to seek third parties.
- **Protect against encroaching competition** by expanding your digital offerings.
- **Ensure compliance** by securely storing crypto assets at NYDIG's regulated, audited and insured custodian.



**For more information about CSI's Crypto Trading Platform, contact your CSI Relationship Manager today!**

