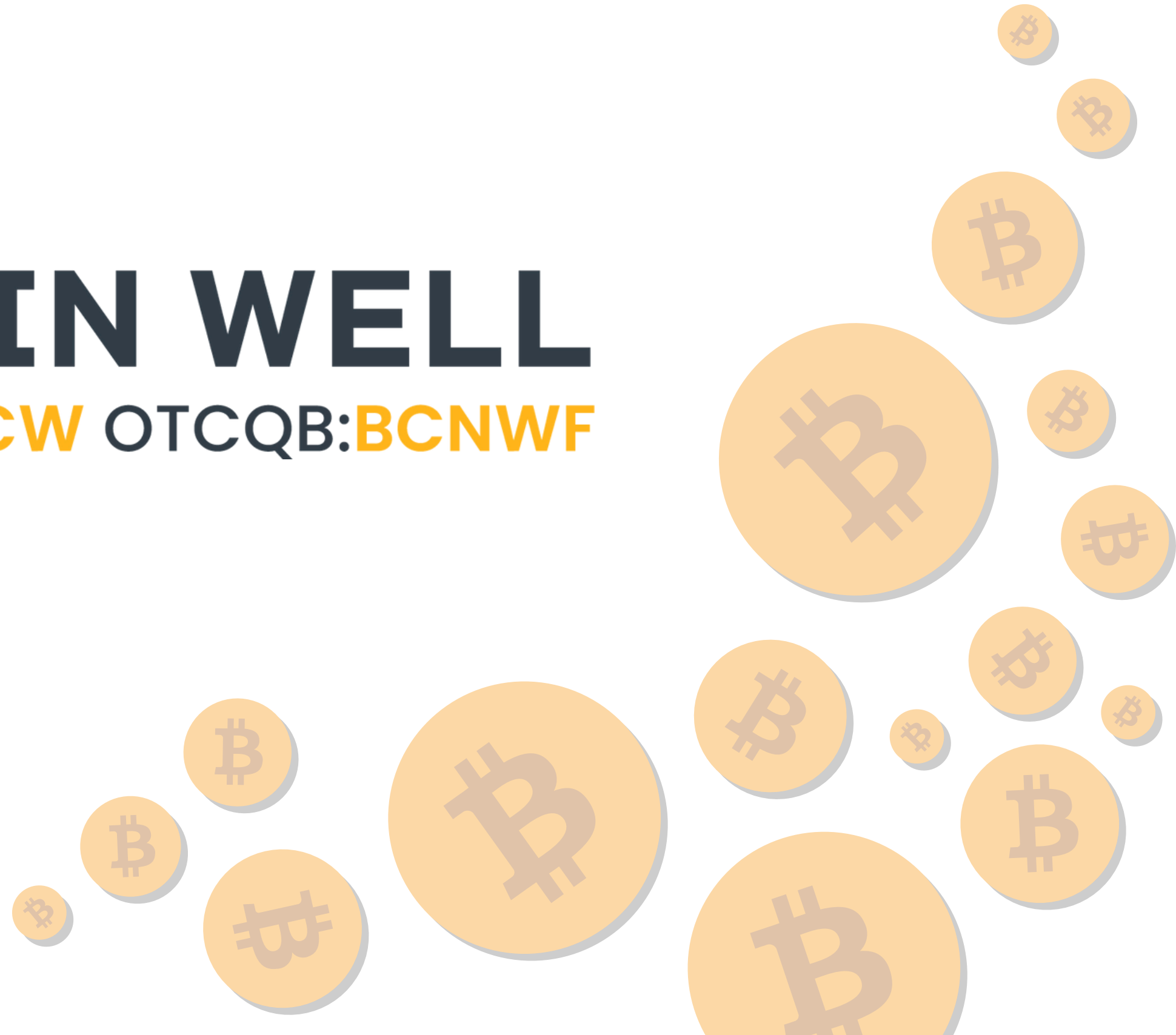




# BITCOIN WELL

TSX.V:**BTCW** OTCQB:**BCNWF**



Updated: June 5, 2024



# ADVISORIES

There is an offering document related to this offering that can be accessed under the issuer's profile at [www.sedar.com](http://www.sedar.com) and at [www.bitcoinwell.com](http://www.bitcoinwell.com). Prospective investors should read this offering document before making an investment decision.

## Forward-Looking Information

Statements made by representatives for Bitcoin Well Inc. and information provided in this presentation may be considered forward-looking statements. By their nature, such statements are subject to numerous known and unknown risks and uncertainties and therefore actual results may differ materially from those currently anticipated. Bitcoin Well Inc. disclaim any intention or obligation to update or revise such statements. Due to the nature of the Corporation's operations, quarterly revenues and earnings are not necessarily indicative of annual results.

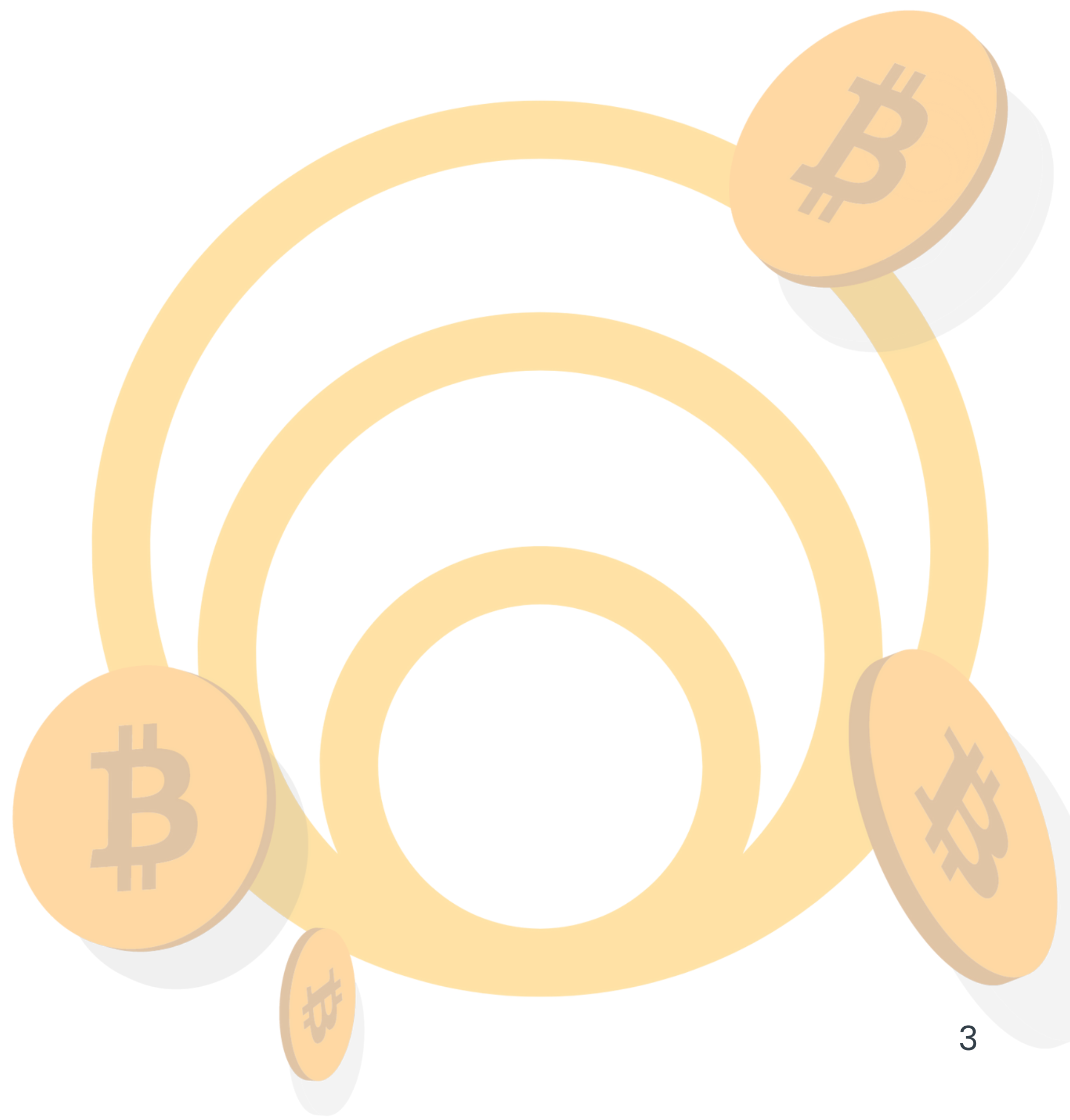
## Non-GAAP Measures

This Presentation may discuss "EBITDA" and "Adjusted EBITDA" to assist readers in understanding the Company's performance. These non-GAAP measures do not have any standardized meaning prescribed by International Financial Reporting Standards ("IFRS") and therefore are unlikely to be comparable to similar measures presented by other issuers and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with GAAP. EBITDA and Adjusted EBITDA are used to show ongoing profitability without the impact of non-cash accounting policies, capital structure, and taxation. This provides a consistent comparable metric for profitability. Management of the Company uses these non-GAAP measures to supplement the analysis and evaluation of operating performance.

For more information, see Bitcoin Well's Cautionary Note Regarding Forward Looking Information and Non-GAAP Measures explanations found in the Company's quarterly Management's Discussion & Analysis.

# KEY POINTS

- Ecosystem of online and in-person products and services that are coupling the benefits of bitcoin with the convenience of modern banking
- Well established cash-flowing Bitcoin ATM business supports accretive future growth
- High growth Bitcoin Portal live in Canada and USA
- Experienced leadership and Board of Directors with a collective 40+ years experience in Bitcoin





# THE TEAM

## LEADERSHIP TEAM



**Adam O'Brien**

Founder & CEO

Established leader with a passion for teaching about the benefits of bitcoin



**Jason Vandenberg**

CFO

Seasoned financial executive with experience in the Fintech and banking sector



**Chantel Lillycrop**

VP - Operations

Experience in business development and operational process design



**James Kerr**

Director - Product

Accredited product builder with a passion for building products that make the world a better place

## BOARD OF DIRECTORS



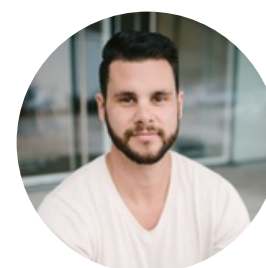
**Adam O'Brien**  
Chairman



**Terry Rhode**  
Audit Committee



\*past director



**Mitchell Demeter**  
Governance Committee



**Dave Bradley**  
Board member



# THE PUBLICLY TRADED BITCOIN SUPER COMPANY

We enable independence by making bitcoin easier to use.

- Our Bitcoin ATM business provides the customer with a level of privacy not possible online
- Our Bitcoin Portal business provides the customer with quick and convenient transactions
- We have the advantage of enabling an ecosystem of bitcoin products - like a modern bank
- The ecosystem comes from wholly owned subsidiaries that all work together, seamlessly





## Business Unit 1 BITCOIN ATMs

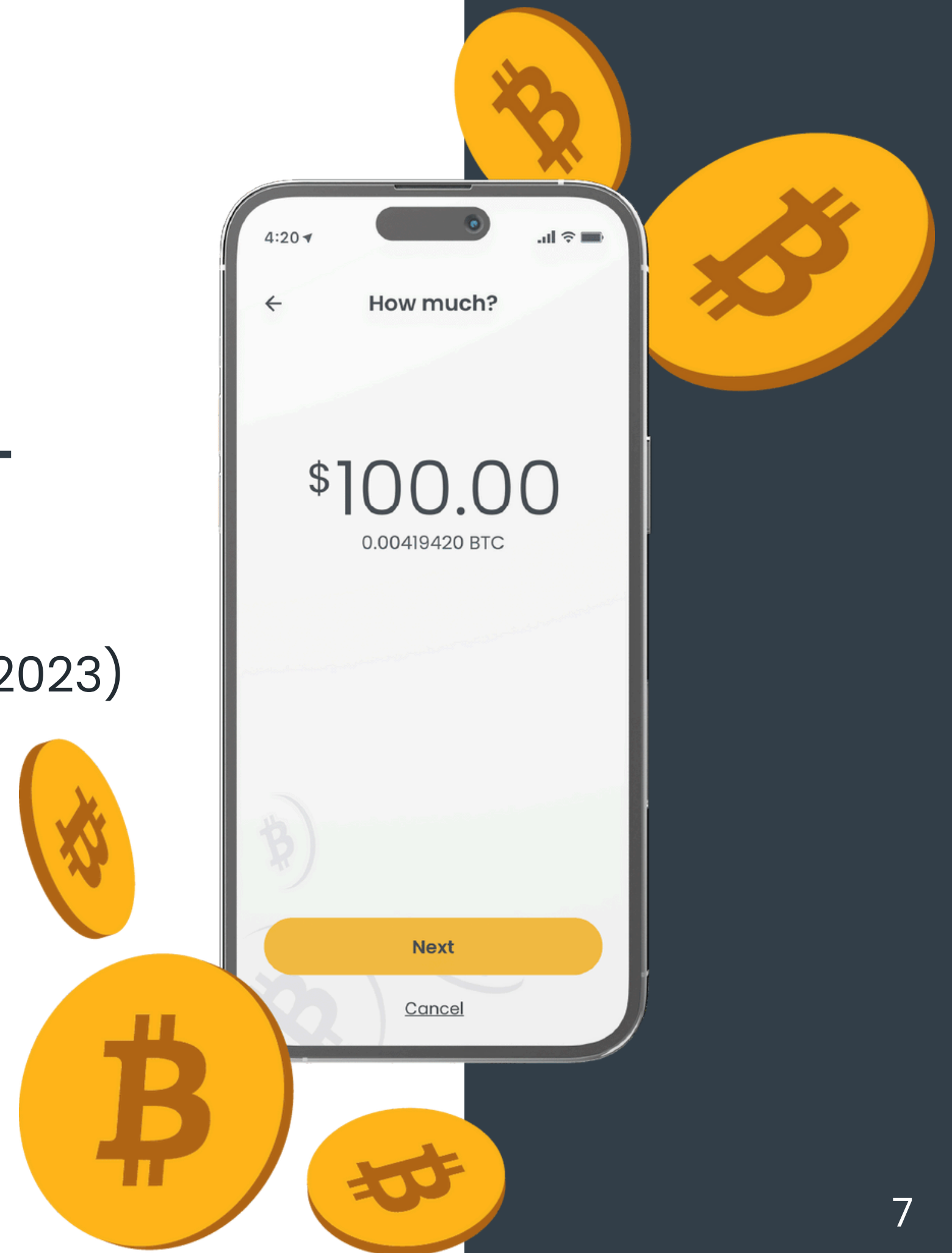
- Established 2014
- ~200 units across Canada
- 10 - 20% transaction fee
- Internal software for maximum ecosystem effect
- Stable cash flows and steady growth



## Business Unit 2

# THE BITCOIN PORTAL

- Non custodial online bitcoin platform
- Live in Canada (Nov 2022) and USA (Sept 2023)
- 1% transaction fee
- Over 18,000 unique users signed up
- Surpassed Bitcoin ATM revenue in Feb
- **SELF CUSTODY**



# WHAT IS SELF-CUSTODY?

The safest way to interact with bitcoin



We do not hold customer's bitcoins.  
Our users always have full control over their bitcoin.  
We call this "Self-Custody"

- Custodian's are subject to honey pot attacks and process failure
- Canadian market is becoming skeptical of custodians\*
- Inherent risks in custodial business models (ex. cryptocurrency exchanges) contributed to Canadian Regulators imposing numerous restrictions
- The Bitcoin Well "self-custody" business model has not been impacted by this enhanced regulatory oversight
- We offer convenient, secure and reliable ways to buy, sell, use and hold bitcoin through a trusted ecosystem of products



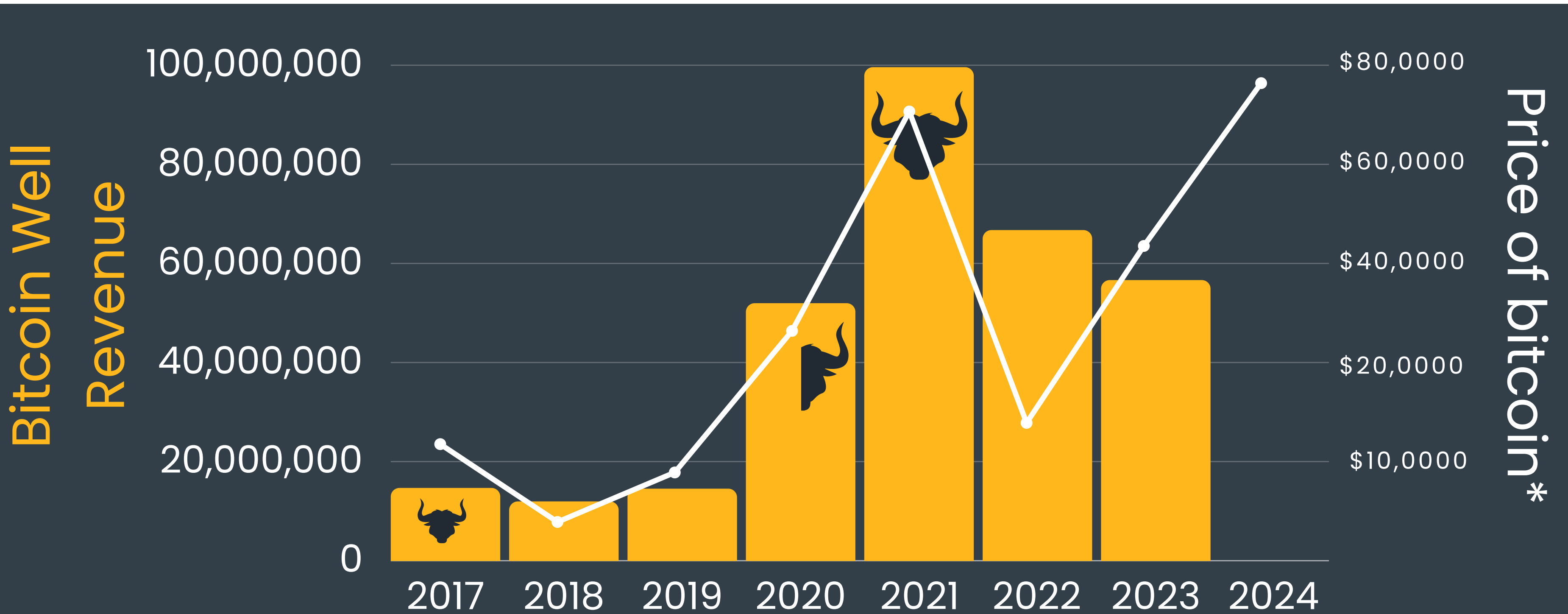
\* CoinDesk, "Bitcoin Worth \$1B Leaves Exchanges in Largest Single-Day Outflow in 12 Months", <https://www.coindesk.com/markets/2023/12/29/bitcoin-worth-1b-leaves-exchanges-in-largest-single-day-outflow-in-12-months/>



# MARKET CYCLE STRATEGY



Positioned to take advantage of the bull markets

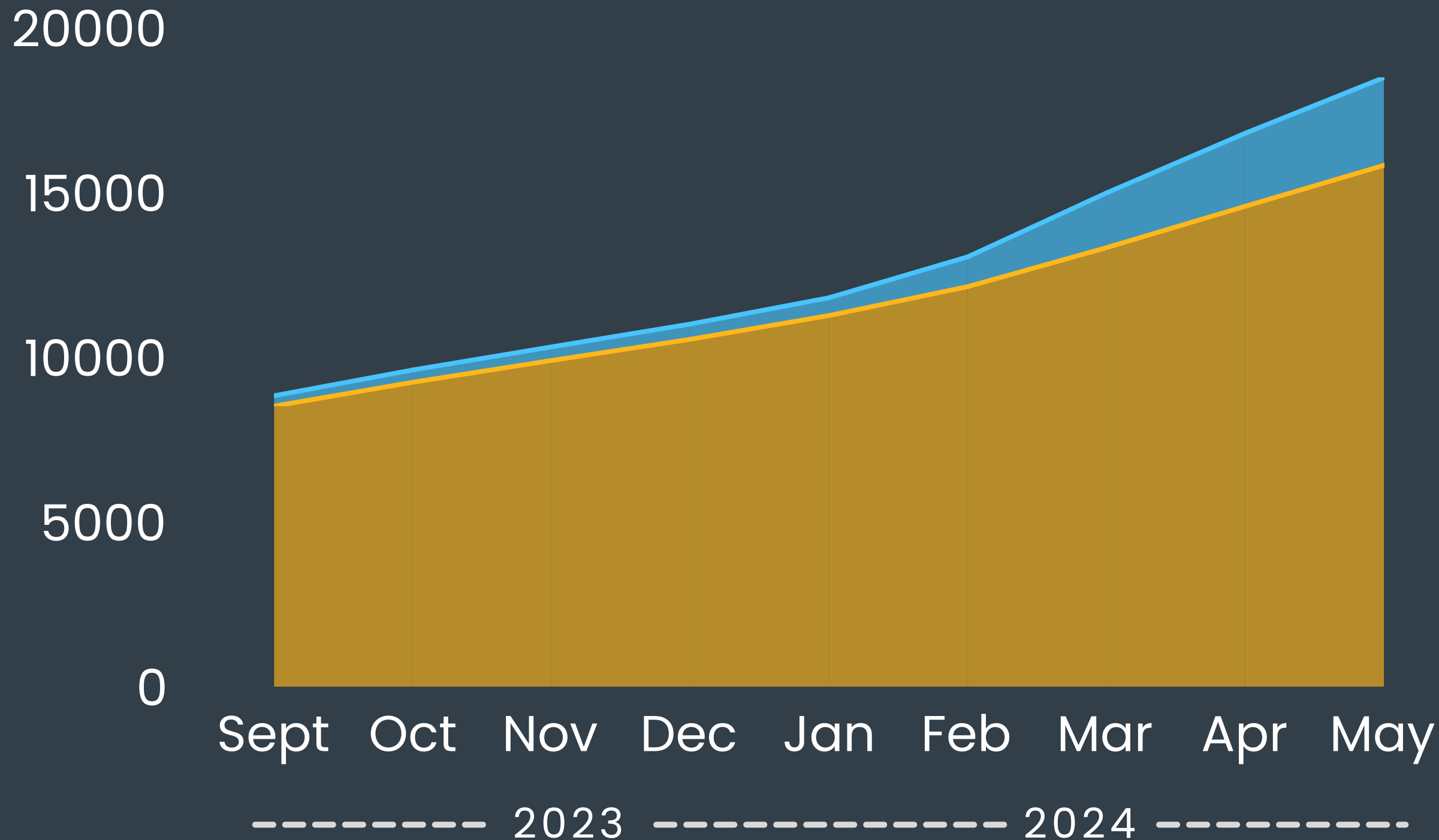


\*As of February 29, 2024

# GLOBAL USER GROWTH



Canada USA



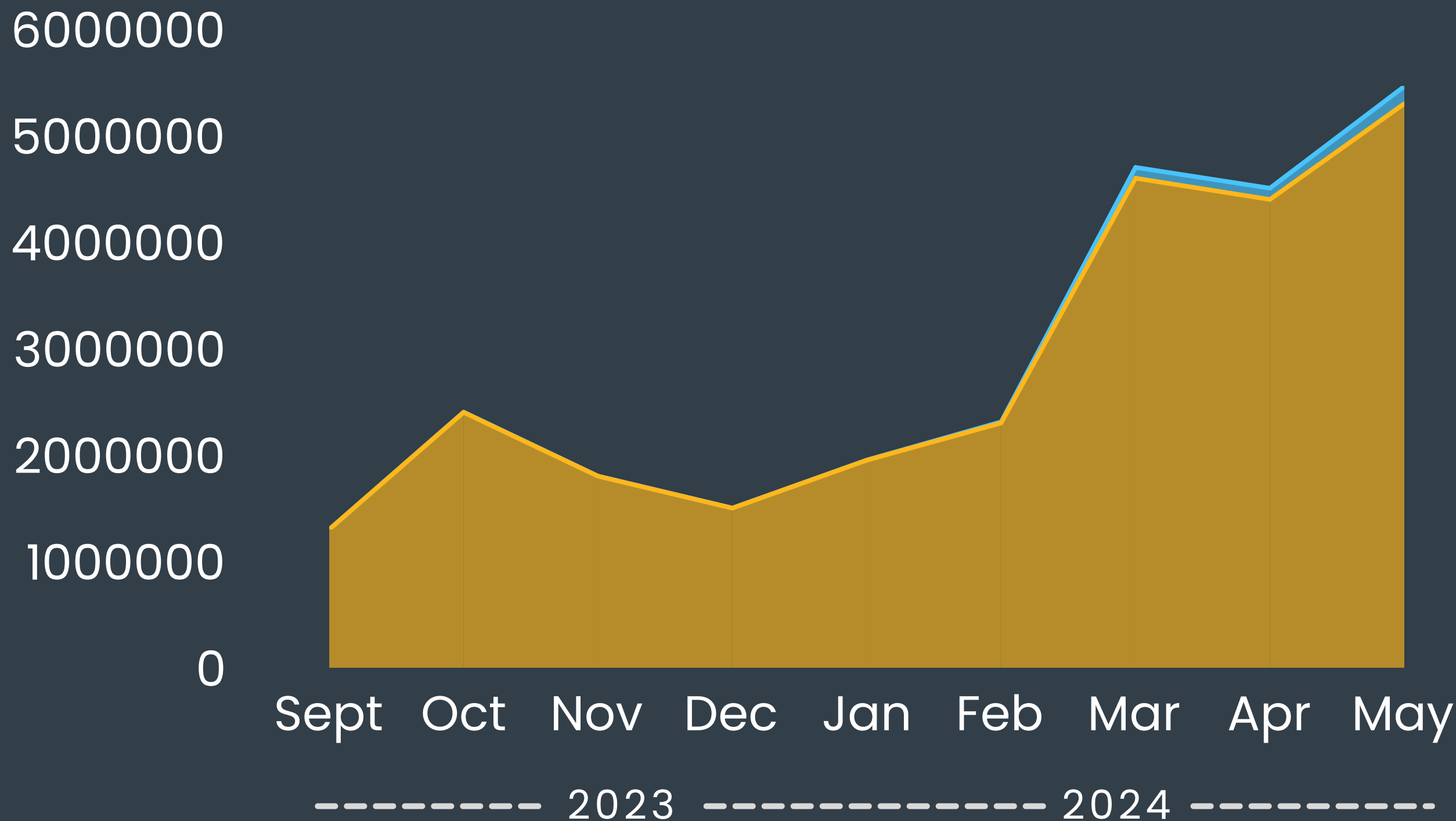
## SIGNUPS

- 109% unique user growth since Sept 2023
- Over 18,500 unique user signups as of June 2024
- USA launched in some states in mid 2023 with all 50 states in Feb 2024

# GLOBAL REVENUE GROWTH



Canada USA

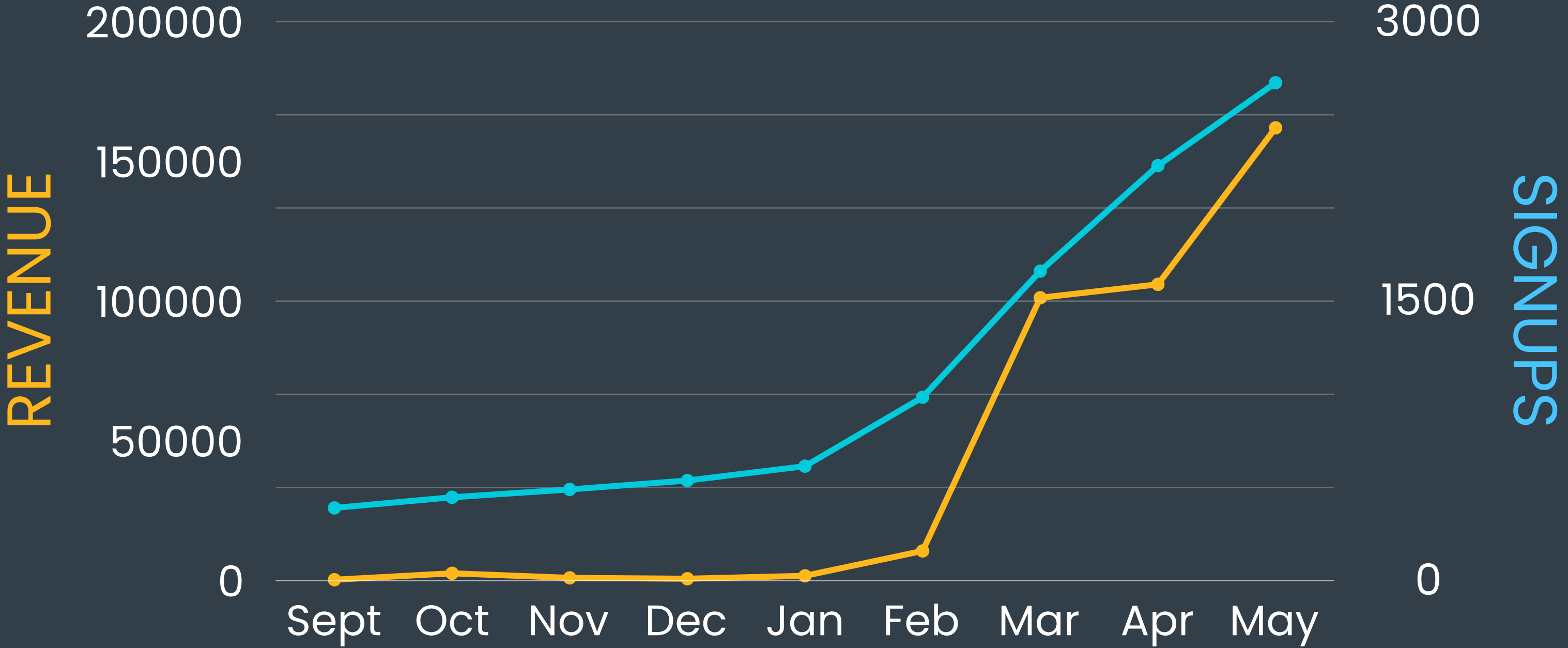


## REVENUE

- \$5,500,000\* on the Bitcoin Portal in May
- USA: 43% MoM growth
- CAN: 21% MoM growth

\*Revenue gross margin expected to exceed 1%

# USA PORTAL GROWTH



# INDUSTRY COMPARISON



	Bitcoin Well (BTCW)	Coinbase (COIN)	Netcoins (BIGG)	Big Banks	Bitcoin 
Use bitcoin from self custody 					
Pay bills and credit cards 					
Buy and sell bitcoin 					
Cash accounts 					
Transact bitcoin easily 					

# CUSTOMER FOCUSED

The journey of a Bitcoin Well customer



## Customer Acquisition

**How do they find us?**

- Digital advertising
- Influencer revenue sharing
- Referral gamification

## Customer Monetization

**How do they use us?**

- 2 minute verification
- 30 second purchase time
- Incentives to repeat

## Customer Maintenance

**Why do they come back?**

- Sticky & easy
- Gamification & rewards
- No login purchases

## Customer Growth

**Why do they tell their friends?**

- Bitcoin (Wishing) Well
- Gamification
- Social ranking

# CAPITAL STRUCTURE



Common shares	214.51 million
Options	18.24 million
Warrants	37.18 million
Fully diluted	269.93 million
<hr/>	
Share price	\$0.125
Market cap	\$26,750,000

## Warrants

23.2 @ \$0.18 | 7.0 @ \$0.05 | 6.89 @ \$0.275

## Options

8.08 @ \$0.10 | 9.6 @ \$0.14 | 0.5 @ \$0.12

## Insider ownership

Over 50%



# CATALYSTS & OPPORTUNITIES



Bitcoin ATM - Accretive opportunities  
Steady business unit with accretive M&A potential underpins the growth and development of high growth Bitcoin Portal

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Bitcoin Portal - Market share acceleration  
Use cash flow from Bitcoin ATM M&A towards expedited user acquisition. Use both expanded Bitcoin ATM network and Bitcoin Portal growth to foster modern banking style ecosystem







**BITCOIN WELL**

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1:1 with our CEO @  
[bitcoinwell.com/meet-adam](https://bitcoinwell.com/meet-adam)