



BITCOIN WELL

Updated: January 2025



ADVISORIES

There is an offering document related to this offering that can be accessed under the issuer's profile at www.sedar.com and at 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

BOARD OF DIRECTORS

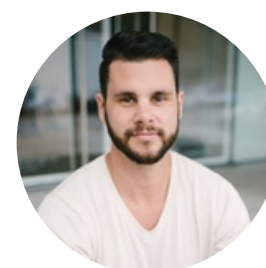


Adam O'Brien
Chairman
 **BITCOIN WELL**



Terry Rhode
Audit Committee

*past director



Mitchell Demeter
Governance Committee
 **NETCOINS**



Dave Bradley
Board member
 **BITCOIN WELL**

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

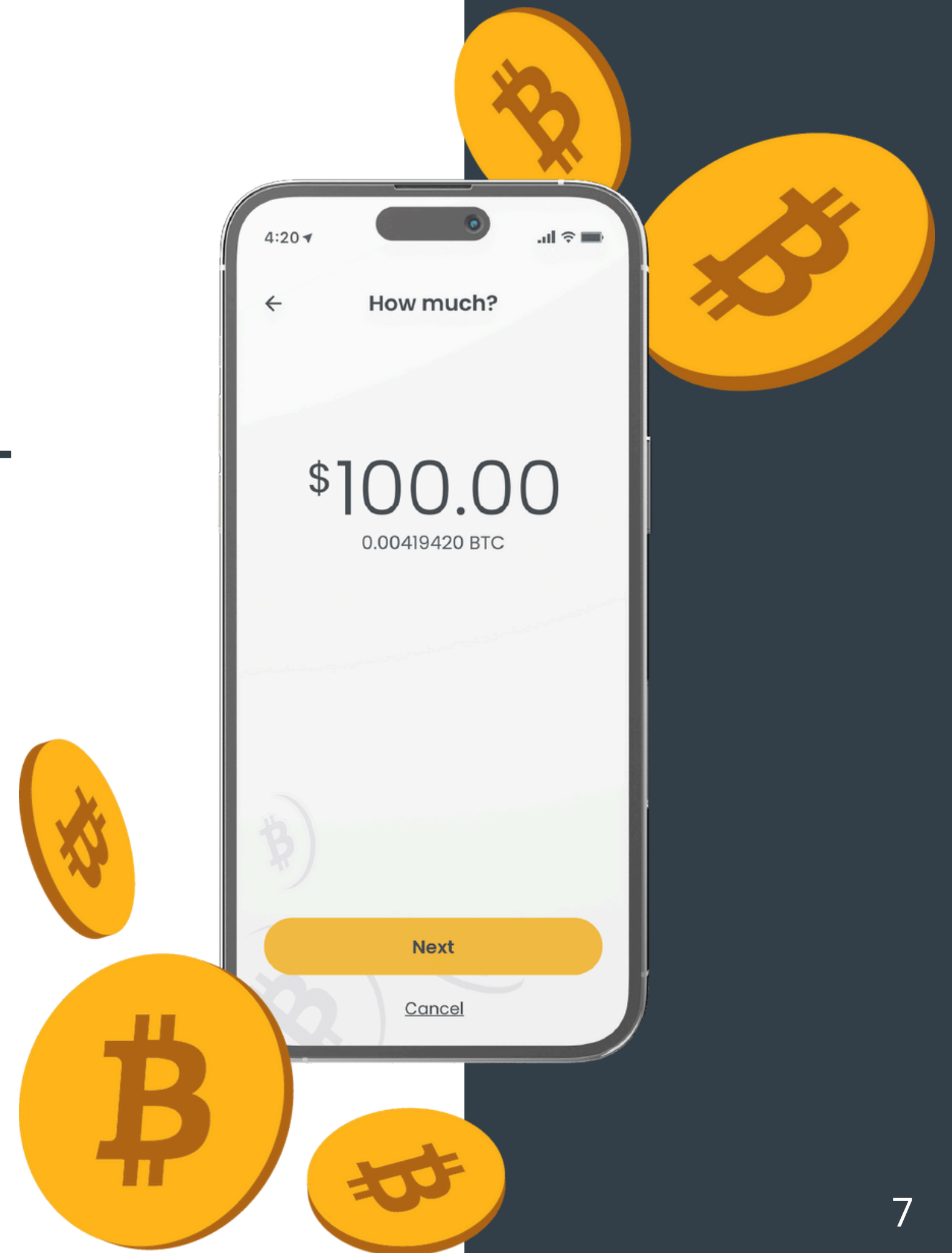
- Established 2014
- ~165 units across Canada
- 10 - 20% transaction fee
- Internal software for maximum ecosystem effect
- Cash flowing business unit



Business Unit 2

THE BITCOIN PORTAL

- Non custodial online bitcoin platform
- Live across North America
- 1%+ transaction fee
- Nearly 35,000 unique registrations
- **SELF CUSTODY BITCOIN PLATFORM**



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

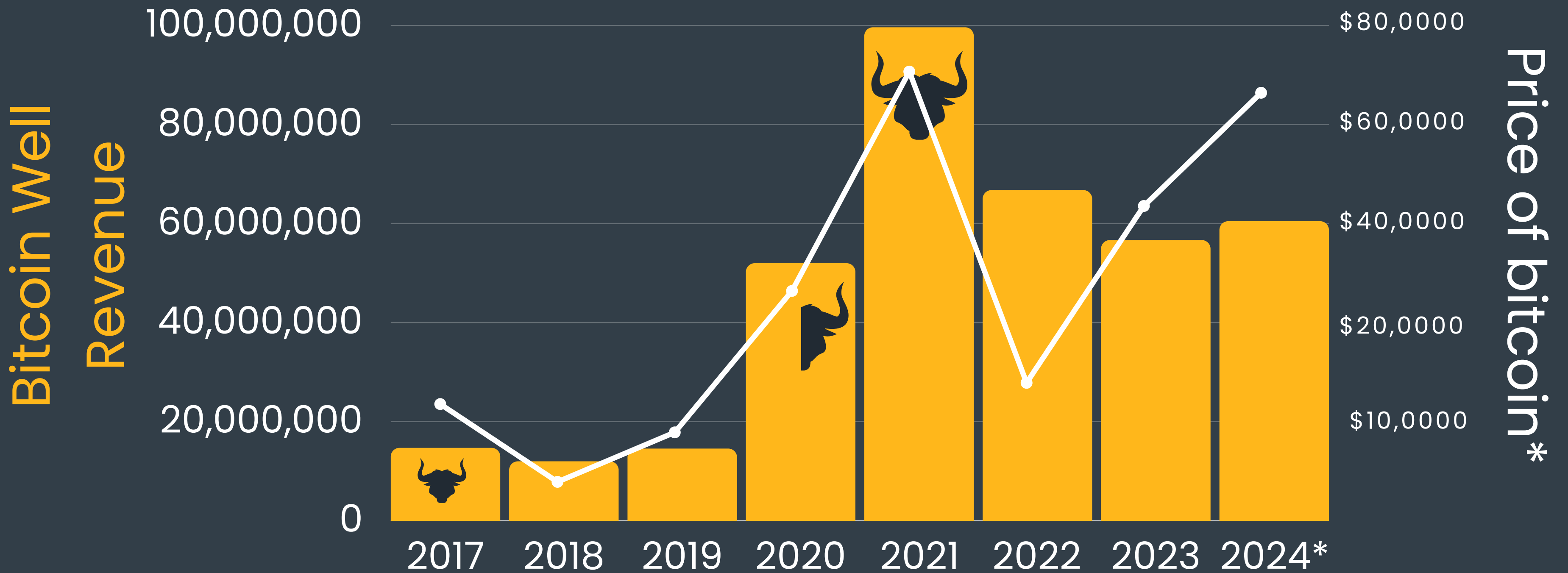


* CoinDesk, "Bitcoin Worth \$1B Leaves Exchanges in Largest Single-Day Outflow in 12 Months", <https://www.coindesk.com/markets/2023/12/29/bitcoin-worth-1b-leaves-exchanges-in-largest-single-day-outflow-in-12-months/>

MARKET CYCLE STRATEGY



Positioned to take advantage of the bull markets

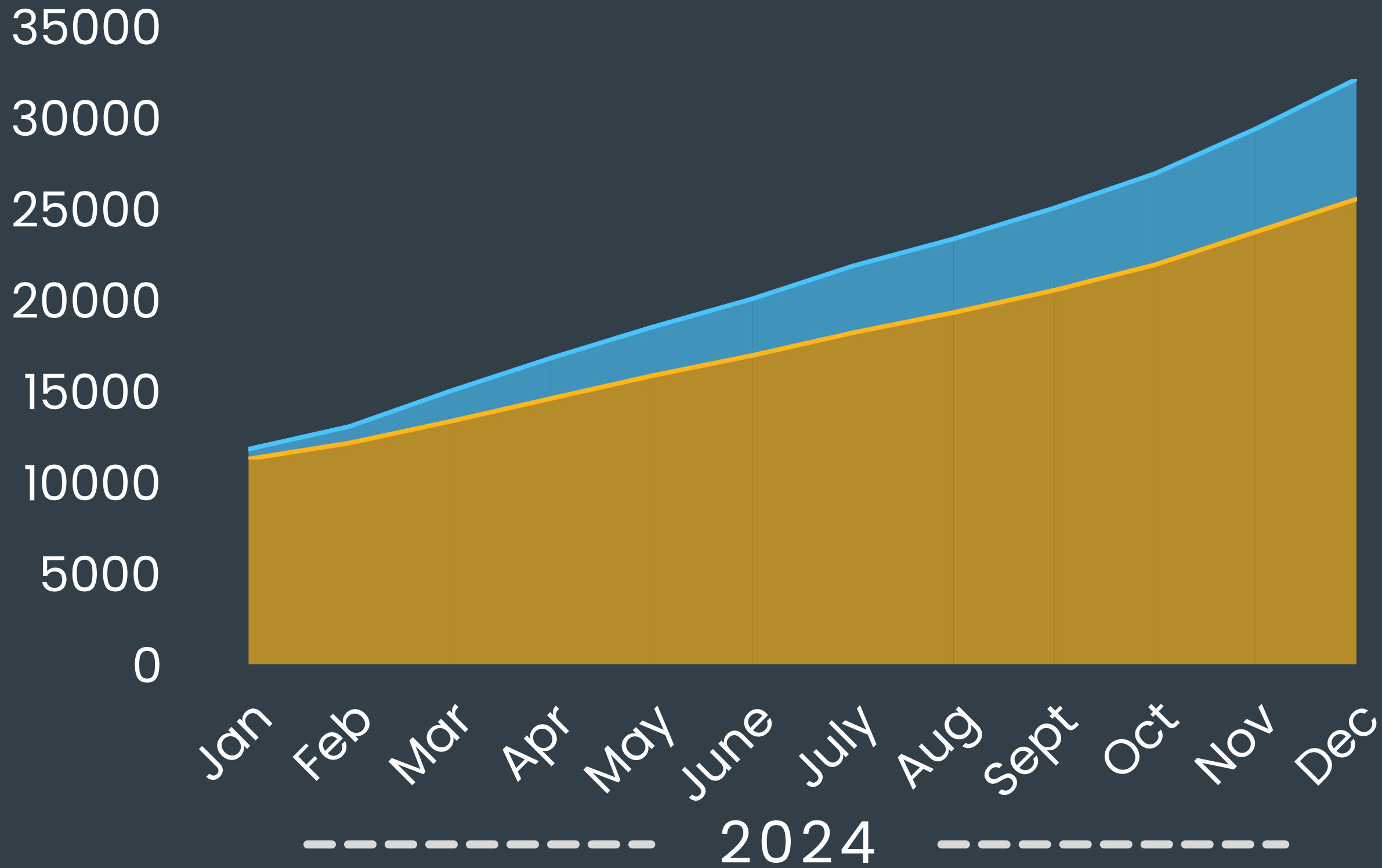


*Unaudited revenue and bitcoin price listed as of September 30, 2024

GLOBAL USER GROWTH



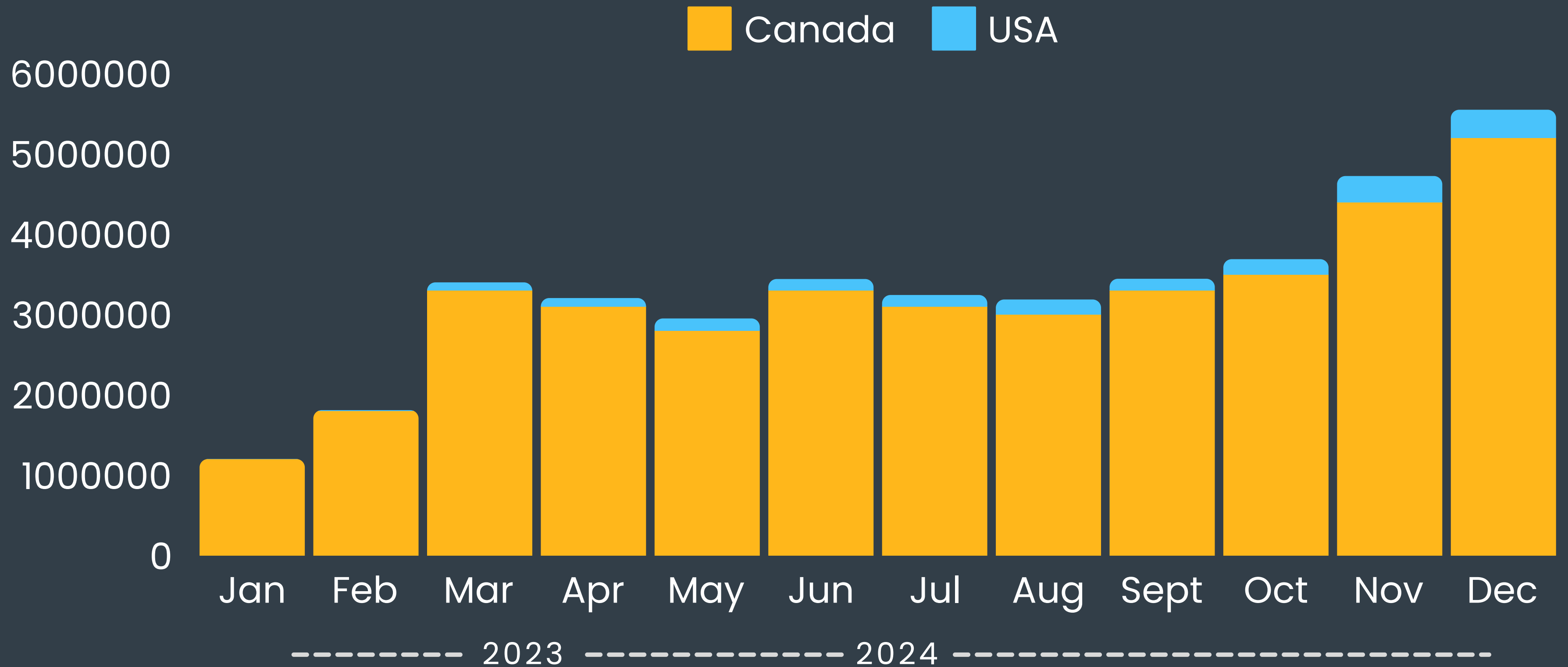
Canada USA



SIGNUPS

- Over 32,000 unique user signups as of Dec 2024
- USA launched in some states in mid 2023 with all 50 states in Feb 2024

GLOBAL VOLUME GROWTH



*Volume gross margin expected to exceed 1%

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 					
Direct Deposit 					
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	219.20 million
Options	14.95 million
Warrants	45.30 million
Fully diluted	279.45 million
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Share price	\$0.20
Market cap	\$43.8 million

Warrants

23.2 @ \$0.18 | 6.1 @ \$0.05 | 6.89 @ \$0.275 | 8.98 @ \$0.30

Options

Weighted average exercise price \$0.12

Insider ownership

Over 50%

CATALYSTS & OPPORTUNITIES

Global offering

Our non-traditional products (swaps) are scalable globally*. We intend to distribute a limited product around the world to identify accretive expansion areas

Replace your bank with Bitcoin Well

We intend to enable bank-like functionality where customers can use their Bitcoin Well account in ways similar to their traditional bank accounts; but with bitcoin.



*Pending compliance review



BITCOIN WELL

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1:1 with our CEO @
bitcoinwell.com/meet-adam