

PRESS KIT



BACKGROUND

OVERVIEW

Bitcoin Well offers convenient, secure and reliable ways to buy and sell bitcoin through a trusted Bitcoin ATM network and suite of web-based transaction services. The Company generates revenue and is the first publicly traded Bitcoin ATM company in the world¹, with an enterprising consolidation strategy to deliver accretive and cost-effective expansion globally. Bitcoin Well brings deep operational capabilities that span the entire value chain, along with access to proprietary, cutting-edge software development that supports further expansion.

HIGHLIGHTS

- Trusted Bitcoin ATM network and web-based transaction services with a focus on improvement, supported by proprietary, industry-leading software.
- Non-custodial business model, reducing risk and improving security to buyers, sellers and shareholders.
- Existing infrastructure, robust working capital and cash flow can support significant and rapid scale growth.
- Executing an enterprising consolidation strategy to deliver accretive, cost-effective and continued profitable expansion.
- Enabling investors to capitalize on the benefits of bitcoin without direct exposure to currency volatility risk.

UNIQUE

Positive Revenue and Margins

- Revenue generations driven by transactions supports continued expansion
- 7%-8% gross profit margins

Trusted

- Fastest and safest way to buy and sell bitcoin
- Longest-serving, founder-operated bitcoin ATM company in Canada¹

High-Growth

- Organic expansion + acquisitions
- Fragmented market is ripe for consolidation

Market-Leading

- Self-custodial model
- Maximize revenue per machine driving robust returns



¹Based on management's assessment of public data.

1 WHAT IS THE CORE BUSINESS OF BITCOIN WELL?

Bitcoin Well provides the fastest and safest ways to buy and sell bitcoin through a trusted bitcoin ATM network and web-based transaction services. We generate revenue and are poised for significant future growth through our enterprising consolidation strategy to deliver accretive and cost-effective expansion.

2 HOW DOES BITCOIN WELL MAKE MONEY?

We use a tiered commission structure ranging up to 15% of the transaction size depending on volume and method of payment. We also, in some cases, charge a fixed fee.

3 HOW DOES BITCOIN WELL DIFFER FROM EXCHANGES LIKE COINBASE?

Not only are we the world's first publicly-traded Bitcoin ATM company and Canada's longest-serving, founder-operated bitcoin ATM company¹, but we also have:

- A self-custodial transaction model, offering reduced risk for buyers, sellers and corporate stakeholders;
- Industry-leading transaction security (fraud protection);
- A team who brings deep operational capabilities spanning the entire value chain, with a proven track record of acquisitions and scalability;
- A suite of diversified transaction services; and
- Secured valuable relationships with key vendors who are transacting in bitcoin and other cryptocurrencies.

4 HOW COMMON IS THE USE OF BITCOIN AND OTHER CRYPTOCURRENCIES?

"There's no question the pandemic has had many consequences. One of those is it's accelerating the digital economy, and in that context a digital currency – the case for a digital currency becomes more compelling."

- Tiff Macklem, Governor, Bank of Canada
GlobalNews.ca; April 21, 2021

Bitcoin Well's business model is centered around creating value through facilitating transactions in bitcoin and other cryptocurrency – whether through an ATM, online, wallet usage or supplying merchant payment solutions. As awareness, adoption and usage continues to expand globally, so do the opportunities for Bitcoin Well.

5 WHERE IS BITCOIN WELL LOCATED?

Our corporate headquarters is located at:
10142 82 Avenue NW
Edmonton, AB T6E 1Z4
Canada

6 IS BITCOIN WELL A PUBLICLY TRADED COMPANY?

Yes – Bitcoin Well's shares are traded on the TSX Venture Exchange (TSXV) under the ticker symbol "BTCW".

¹Based on management's assessment of public data.

7 WHERE CAN I BUY BITCOIN WELL SHARES?

Shares must be purchased through a registered broker/dealer. You need to contact a broker to obtain information and instructions on how to purchase shares.

8 WHEN WAS BITCOIN WELL FORMED?

We were established by Adam O'Brien, Bitcoin Well's current President & CEO, in 2013 and have realized tremendous growth since then.

9 HOW LONG DOES IT TAKE TO GET MY BITCOIN?

Time between depositing funds into our ATM and bitcoin delivery to the customer's wallet is anywhere from 8 seconds to 20 minutes. Bitcoin Well uses transaction batching, however, customers can pay for their individual transaction if they want bitcoin delivered faster.

10 WHY IS IT SAFE TO BUY BITCOIN WITH BITCOIN WELL?

- We never hold client funds on their behalf in a transaction.
- Longest-serving founder-operated Bitcoin ATM company in Canada.
- Superior security practices and policies to eliminate the potential for fraud wherever possible.

11 HOW DO I CONTACT BITCOIN WELL FOR MEDIA RELATED QUESTIONS?

MYLES DOUGAN

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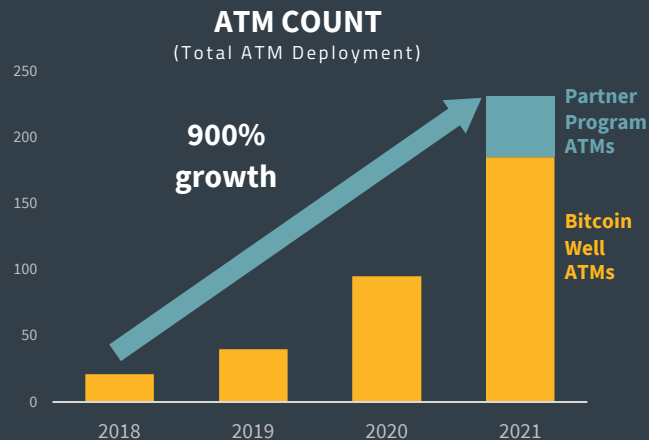
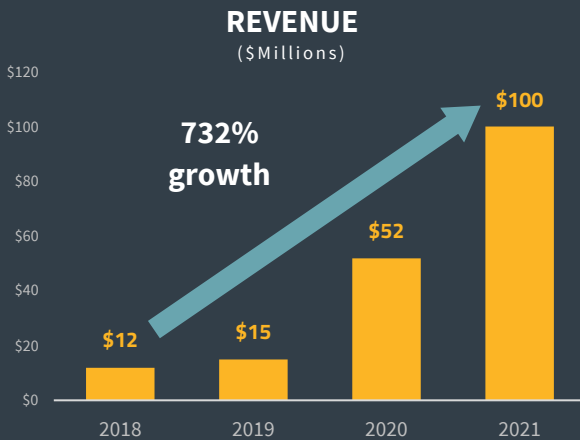




ABOUT US

Bitcoin Well is on a mission to shift the relationship that society has with money by offering an ecosystem of products and services that make Bitcoin accessible and understood. This ecosystem includes in-person and online service; ATMs; technology development; and educational resources designed with the needs of both the customers, and the industry, in mind.

FINANCIAL HIGHLIGHTS



SELF-CUSTODIAL FINANCIAL SERVICES



We never hold client funds on their behalf in a transaction

versus

CUSTODIAL PLATFORMS

Potential for default, non-delivery or delay when clients attempt to access their bitcoin or funds



Exchanges hold funds & bitcoin on their client's behalf

Self-custodial = The way our customers interact with bitcoin; directly



ATM OPERATIONS



- Over 240 active ATMs – grew 9x from 2018 to 2021; second largest Bitcoin ATM owner in Canada

EXPANDED ONLINE SERVICES



- Online ecosystem to service customers and expand reach beyond ATMs
- Coupling the convenience of modern banking with the benefits of bitcoin

IN-PERSON SERVICES & EDUCATION



- Offices in Edmonton and Calgary offering in-person bitcoin and ethereum services
- Bitcoin Academy curriculum in partnership with Athabasca University, online training and in-person consultations

CORPORATE HISTORY

2013

- Bitcoin Solutions is founded by Adam O'Brien

2017

- 15 ATMs in use
- Hired first employee
- Dec 2017 was highest grossing month with \$4M in sales

2019

- 40 ATMs in use
- Expansion into eastern Canada, growth through acquisition
- Web-based platform established
- \$18M in sales

2020

- 95 ATMs in use
- Closed 3 acquisitions
- Commenced go public process
- Strengthened internal team & capabilities
- \$52M in sales

2021 & BEYOND

- 220 ATMs in use and expanding through Partner Program
- Became publicly listed on TSXV under 'BTCW'
- Bolstered "White Glove" service approach with in-person and virtual 1:1 services across Western Canada
- \$100M in sales
- Expanding the online and mobile app-based ecosystem of products and services to buy, sell and use bitcoin

MANAGEMENT

Adam O'Brien
Founder & CEO

Allen D. Stephen CPA, CA, MBA
Chief Financial Officer

Dave Bradley
Chief Revenue Officer

BOARD

Mitchell Demeter
Founder, President & CEO,
Madali Ventures
Independent Director

Terry Rhode
Independent Director

Adam O'Brien
Founder & CEO

Dave Bradley
Chief Revenue Officer



bitcoinwell.com

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ADAM O'BRIEN
FOUNDER & CHIEF EXECUTIVE OFFICER

Adam is an established leader in the field of cryptocurrency with a passion for teaching about the benefits of bitcoin.



ALLEN D. STEPHEN, *MBA, CPA*
CHIEF FINANCIAL OFFICER

Allen is a seasoned finance executive who was previously the Head of Finance at Neo Financial Technologies Inc., ("Neo") a high-growth, fintech start-up.



DAVE BRADLEY
CHIEF REVENUE OFFICER

Dave has a long history of executive leadership and founding of several blockchain and bitcoin-based organizations.

BOARD OF DIRECTORS

MITCHELL DEMETER
INDEPENDENT DIRECTOR

TERRY RHODE
INDEPENDENT DIRECTOR



DAVE BRADLEY
BITCOIN WELL



ADAM O'BRIEN
BITCOIN WELL

PRESS RELEASES

A full list of Bitcoin Well's historical press releases can be found here: bitcoinwell.com/investors/press-releases

NOTEWORTHY MEDIA



What is Bitcoin Well?



CEO Interview: Telling It Like it Is - Peer Guidance



CEO Interview: Alberta Impact with Bryce Lambert



CTV News CEO Interview: The Future of Cryptocurrency

MEDIA ASSETS *Click the resource below for download*

