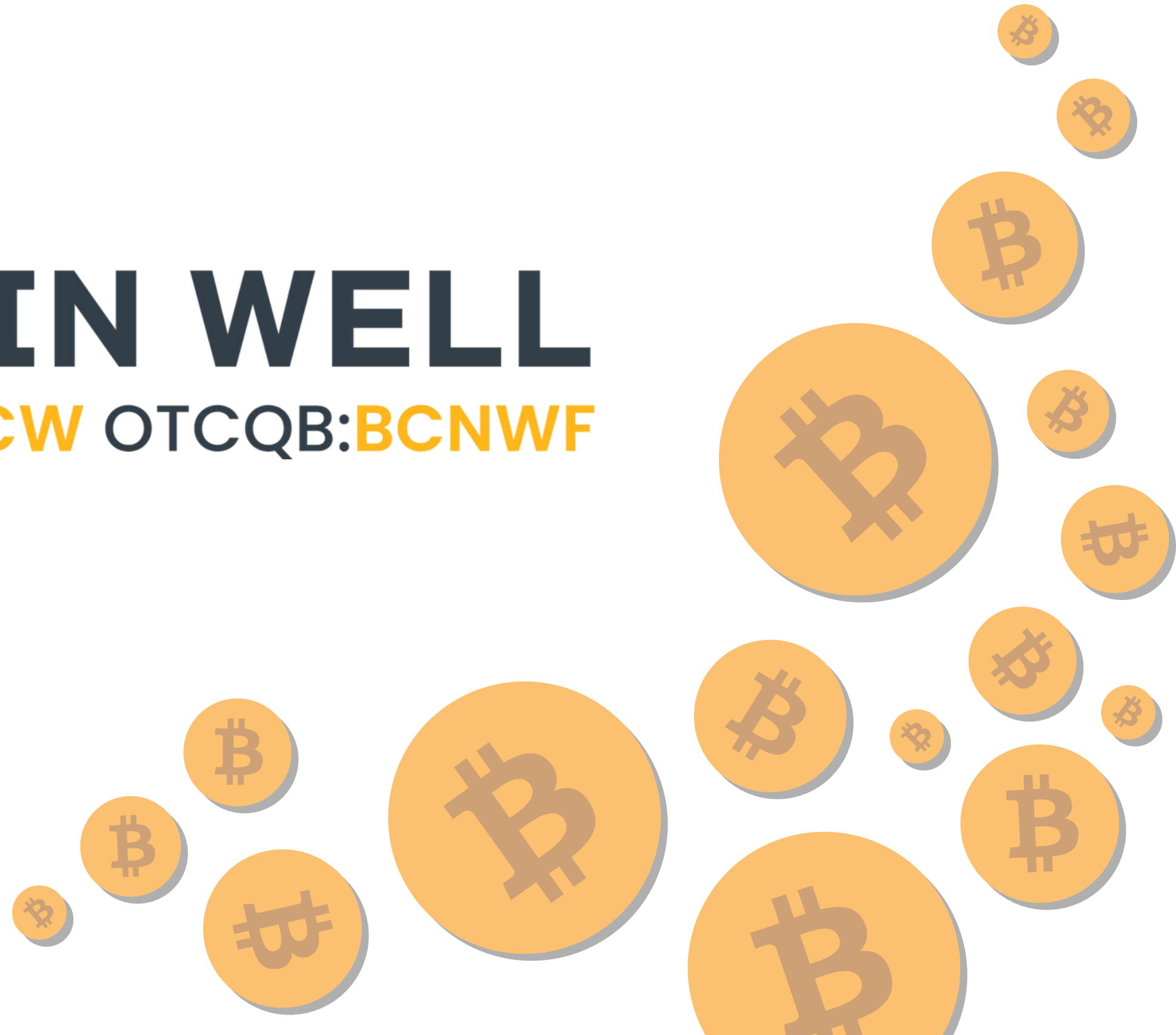


February 2023



BITCOIN WELL

TSX.V:BTCW OTCQB:BCNWF





ADVISORIES

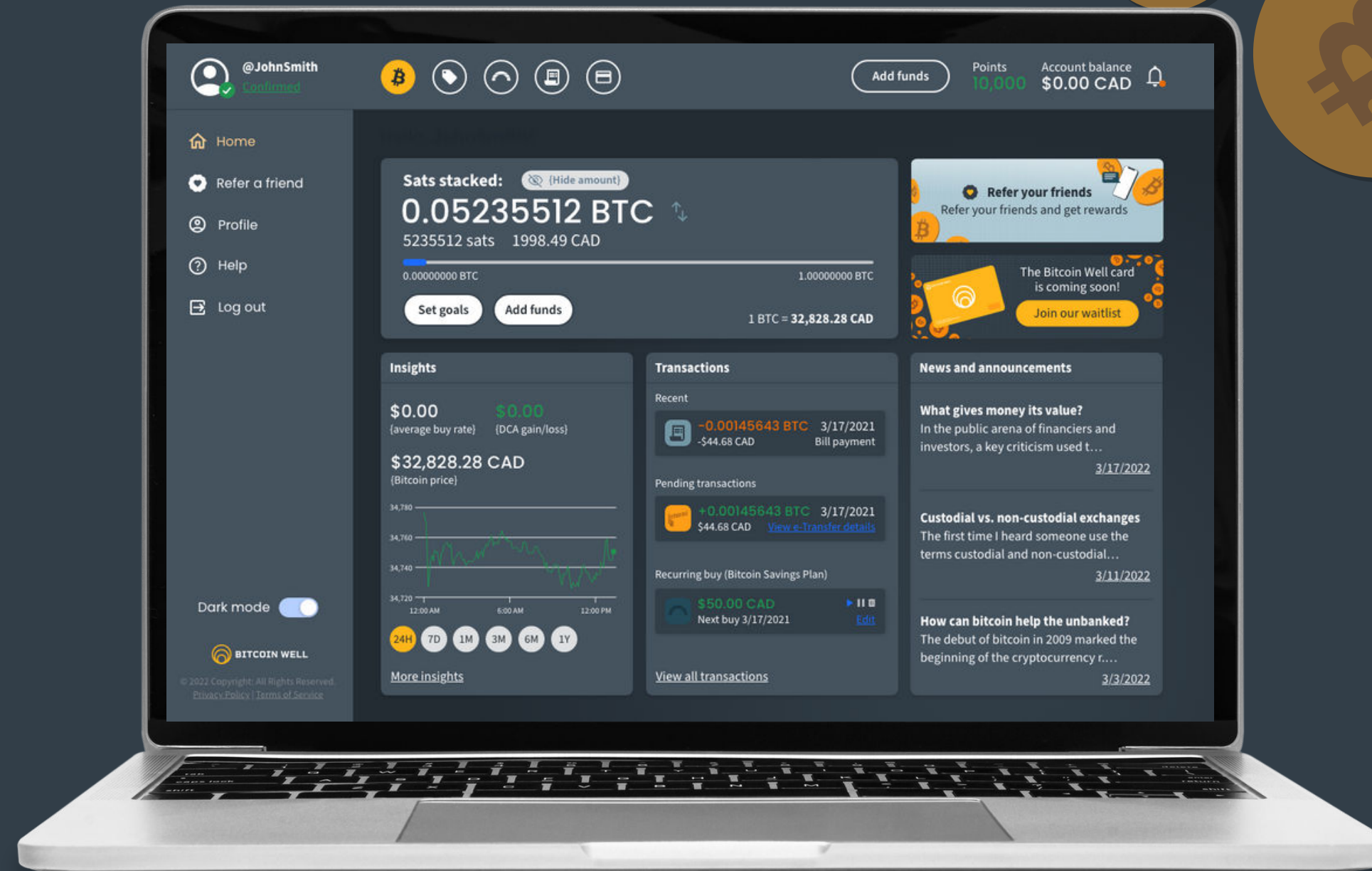
Forward-Looking Information

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.



We couple the convenience of modern banking and the benefits of bitcoin.

WHAT WE DO

the perfect blend

- Bitcoin is sound money that individuals can custody directly, but it is difficult to use for the average person
- Custodial exchanges allow users to trade derivatives of bitcoin, but ignore basic bitcoin principles like usability and self-custody
- Banks allow users to use fiat for every-day items, but ignore bitcoin and do not allow for full user-custody
- Bitcoin Well solves these problems and allows the user to have the convenience of modern banking with the benefits of bitcoin



ABOUT BITCOIN WELL

We future-proof money by making bitcoin
useful for every-day people

- Established in 2013
- 2021 Public Markets Listing – BTCW.v
- Bitcoin ATM business
 - Started in 2013
 - Over \$20,000,000 annual revenue in 2022
- Bitcoin Personal Services business
 - Started in 2018
 - Over \$45,000,000 annual revenue in 2022
- Non-custodial bitcoin bank platform
 - Launched in Q4 2022
 - \$125,000 monthly revenue December 2022
 - 2,500 users in December 2022



WHERE WE HAVE BEEN...

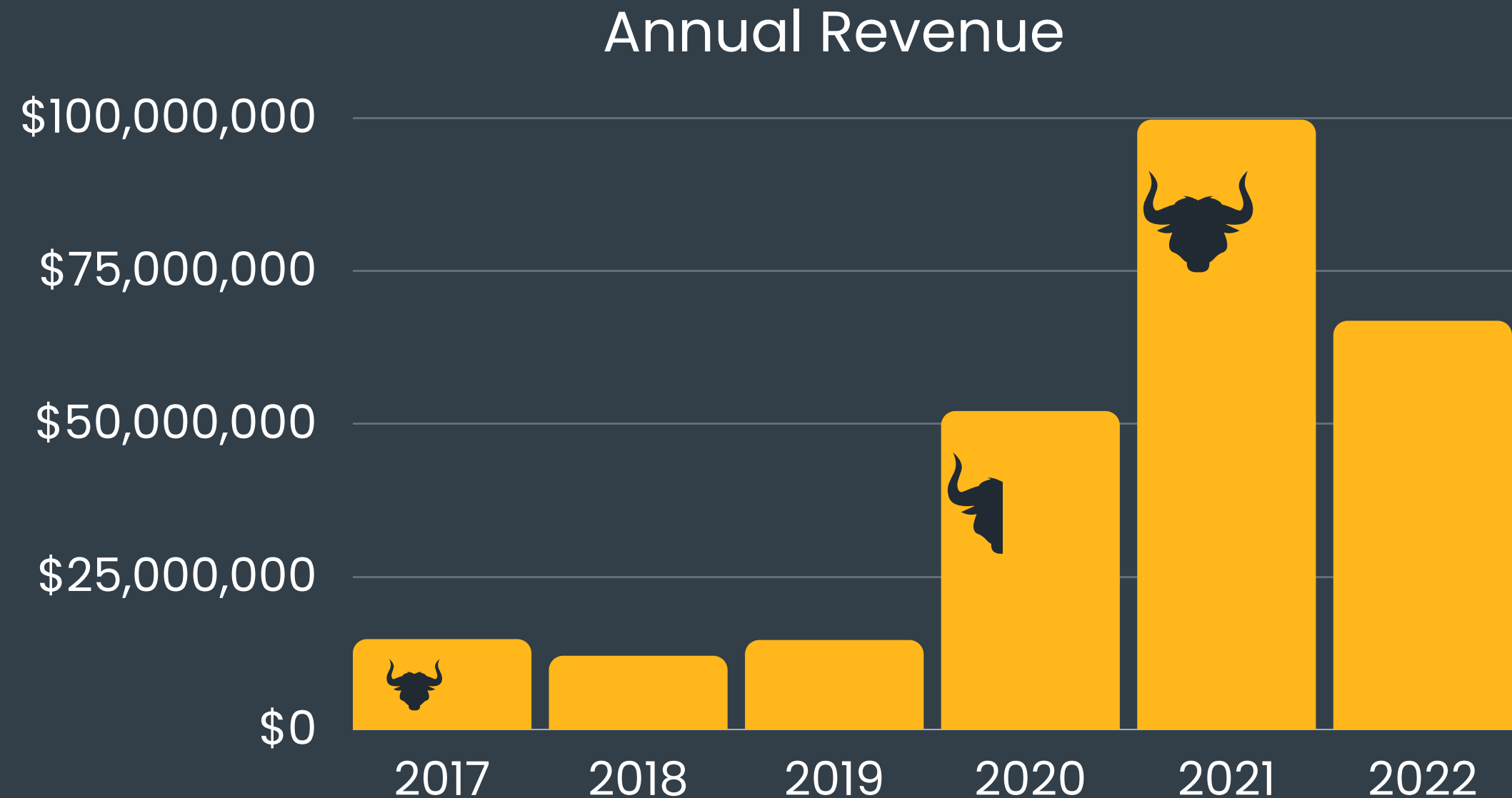


Existing, cash-flowing business unit since 2013

Bitcoin prices follow a cyclical pattern. In the past, we've seen a "bull market" emerge roughly every 4 years.

Bull markets are caused by exponential price increases to bitcoin and create an opportunity to capitalize on market perception and drive significant revenue increases. Bear markets are the time to build and position ourselves for the next bull market.

Bitcoin Well has shown consistent growth, even through previous bear markets. We are well positioned to take advantage of the next bull run, whenever that may be.



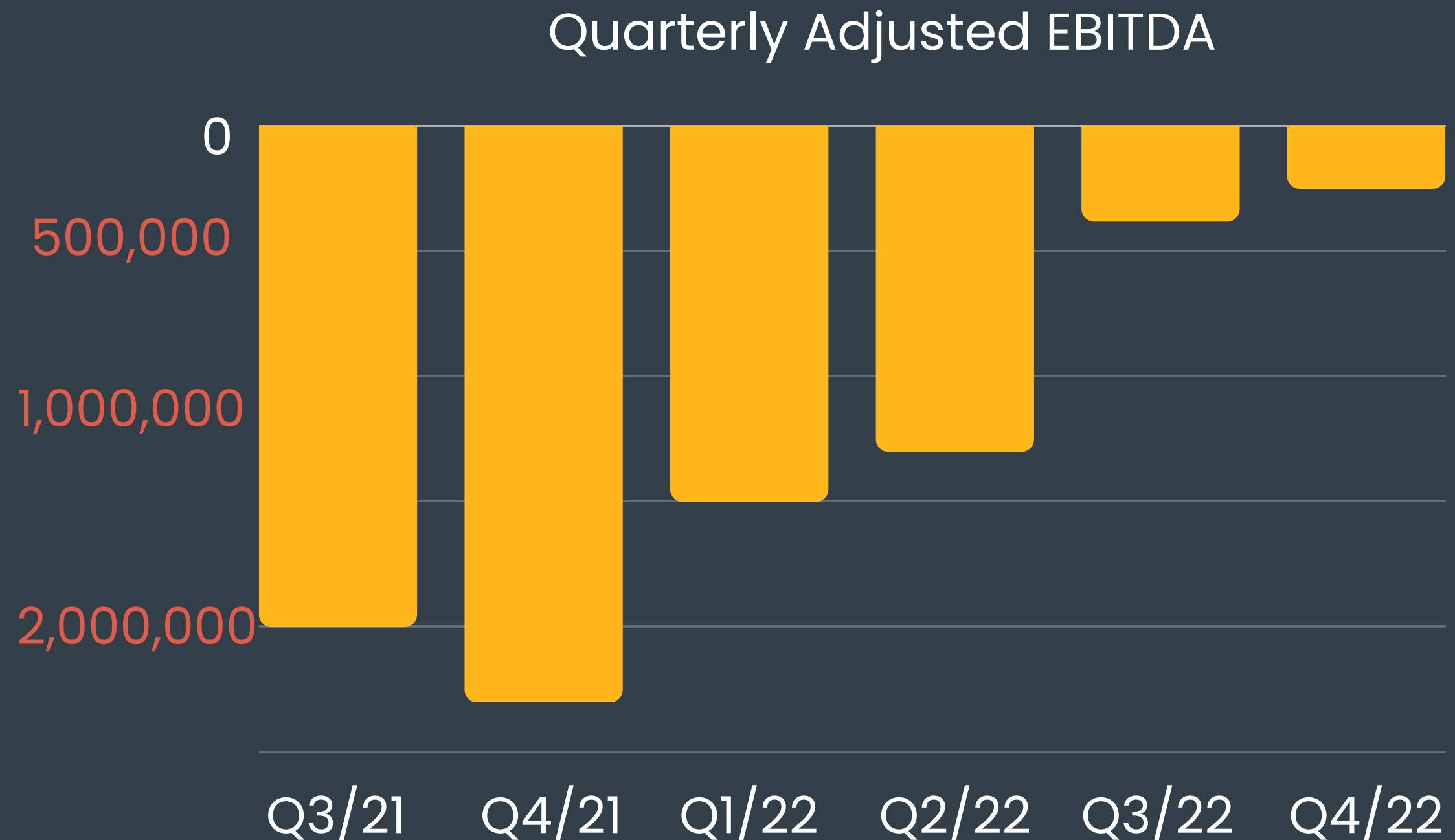
MARKET CYCLE STRATEGY



Bear markets are for building

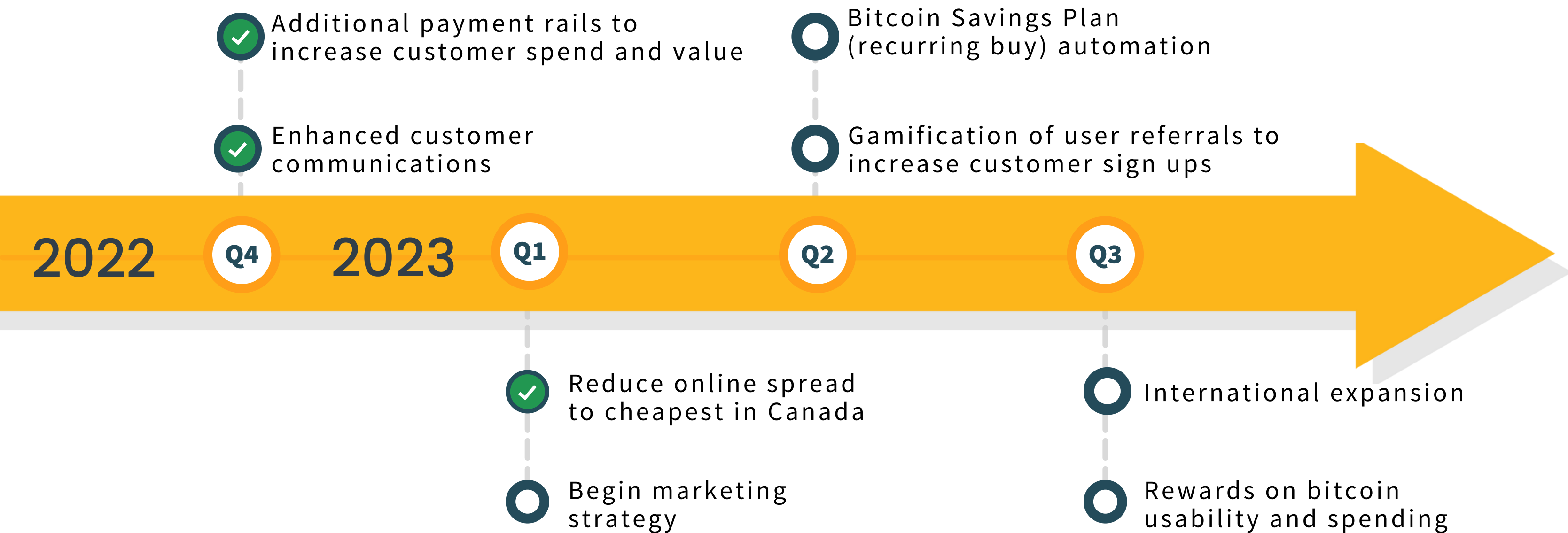
In Q2/22 we made significant cost cutting measures in order to maintain development of our online portal while expediting our trajectory towards a neutral adjusted EBITDA and cash-flow position.

This should position us well to take advantage of the new wave of bitcoiners in the next bull market.



...WHERE WE ARE GOING

Future-proof your money



PORTAL USER GROWTH

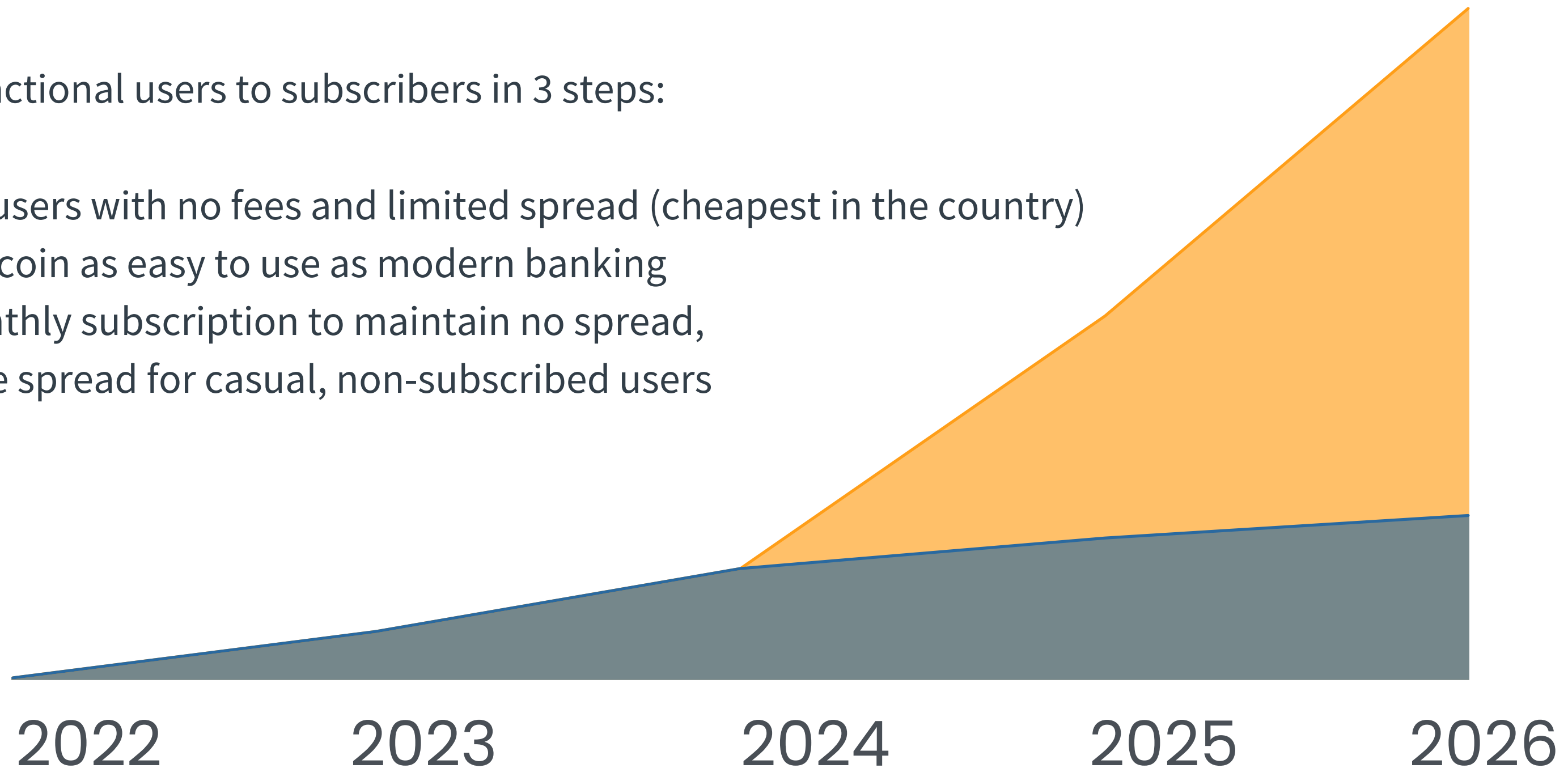


Take market share, then monetize with a subscription

■ Transactional ■ Subscribers

From transactional users to subscribers in 3 steps:

- 1) Acquire users with no fees and limited spread (cheapest in the country)
- 2) Make bitcoin as easy to use as modern banking
- 3) Add monthly subscription to maintain no spread, introduce spread for casual, non-subscribed users



EXECUTIVE TEAM & BOARD



LEADERSHIP TEAM



Adam O'Brien
Founder & CEO

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



Luke Thibodeau
CPA, CFA, CAMS
CFO

Finance executive with extensive bitcoin and accounting experience across mutple sectors



Dave Bradley
Chief Revenue Officer

Long history of executive leadership and founding several blockchain and bitcoin-based organizations

BOARD OF DIRECTORS



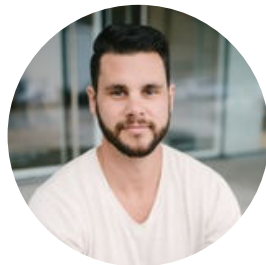
Adam O'Brien
Founder & CEO
 **BITCOIN WELL**



Dave Bradley
Bitcoin Professional
 **BITCOIN WELL**



Terry Rhode
Former Chairman

Mitchell Demeter
Founder & Executive
 **NETCOINS**



Allen D. Stephen
Finance Executive
 **neo**

FUTURE REVENUE MODEL



All the bank feel, none of the bank bull.

TODAY

- Fixed fee per transaction
- Market spread to customer
- Focused on driving customer growth
- Transition single product users to multi-product users

LATER

- Eliminate all barriers to buy, sell & use bitcoin
- Transition to subscription service
- Focused on creating customer value
- Backend revenue from liquidity efficiencies & merchant revenue share





"If we do our jobs... buying bitcoin will be irrelevant in a decade or less.
It'll all be about bitcoin usability. "

-Adam O'Brien, 2022



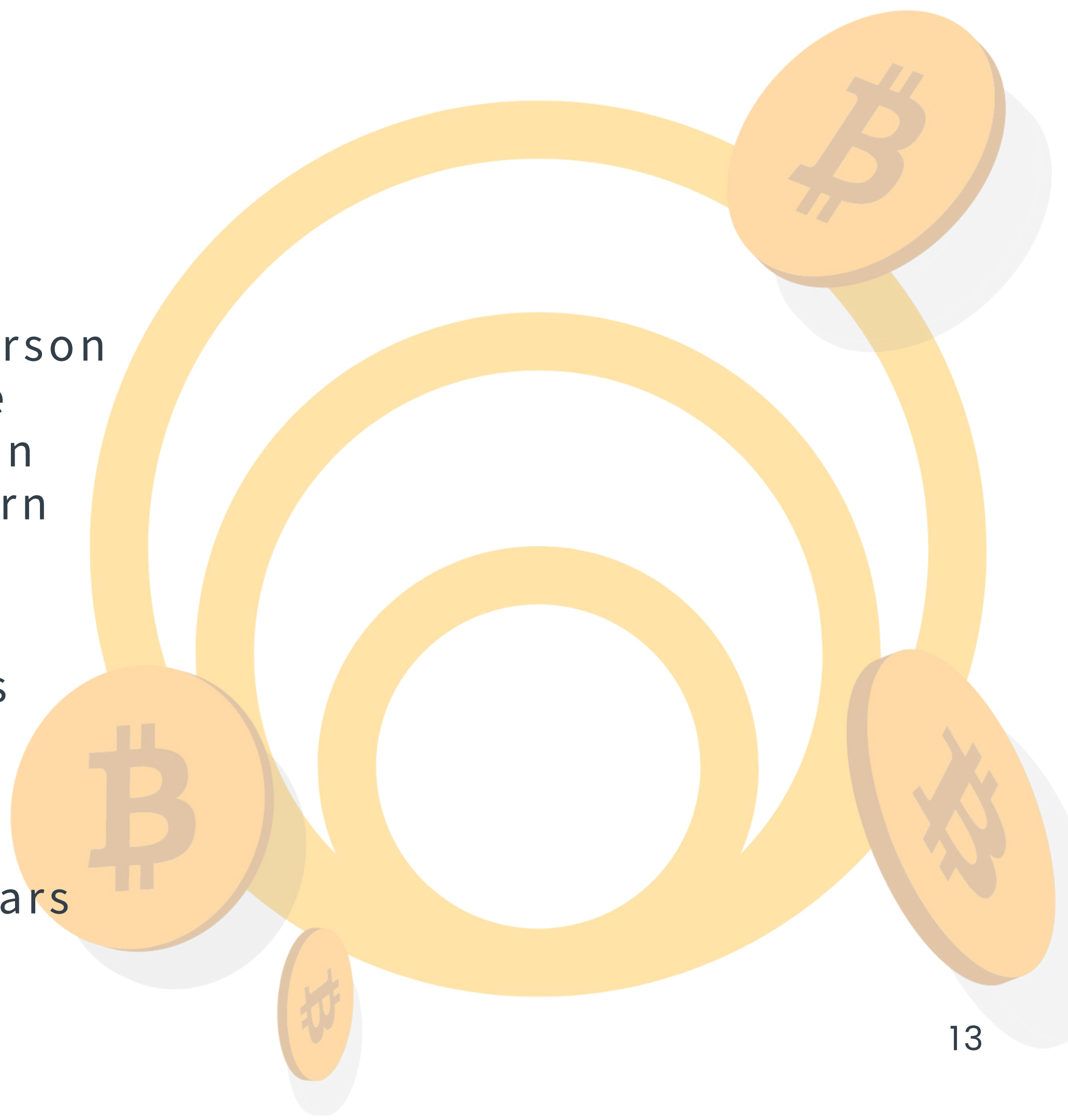
INDUSTRY COMPARISON



 Bitcoin Well (BTCW)	Coinbase (COIN)	Netcoins (BIGG)	Big Banks	Bitcoin 
User control of bitcoin/money 	✓			✓
Pay bills and credit cards 	✓		✓	
Buy and sell bitcoin 	✓	✓	✓	
Fiat accounts 	✓	✓	✓	
Spend bitcoin easily 	✓	✓	✓	

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
- Experienced Management and Board with a collective 40+ years experience in Bitcoin





BITCOIN WELL

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