



Security
Token
Market

Wall Street Without Walls

A Global Source of Data & News
on Tokenized Assets

The investment in private or early stage companies is speculative in nature and carries additional risk. You should be prepared to lose some or all of your principal investment



Securitize Markets is an SEC-registered broker-dealer, FINRA member and operator of Securitize Markets ATS, and an SEC-regulated Alternative Trading System (ATS).



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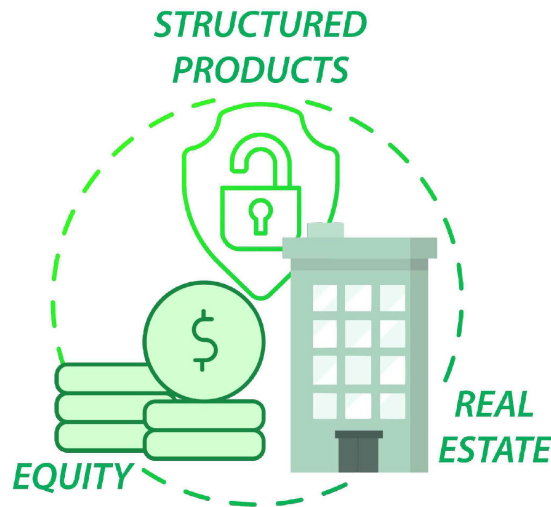
What's a Security Token?

Definition

Security tokens are digital representations of investment contracts (e.g., stocks, bonds, revenue shares, etc.) that leverage blockchain technology for transactions, compliance, analytics and more.

Benefits

- Near instant settlement
- Operational savings
- Transparency
- Integration with DeFi protocols



What can you tokenize with
SECURITY TOKENS?

*Most digital assets are considered speculative and could result in the loss of some or all your investment.

Benefits

Equity

- Access to private markets
- International access

Real Estate

- Instant settlement
- 24/7 trading
- Earlier access to potential liquidity

Structured Products

- Self-custody
- Potential liquidity for illiquid assets

Problem



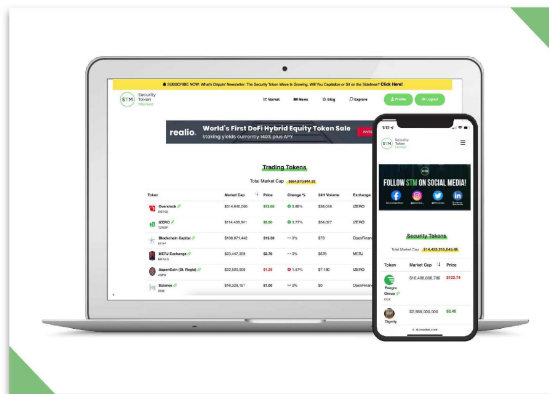
The security token industry lacks a central location for stakeholders to receive industry news coverage, track security token data, and acquire institutional grade market/investment analysis

Solution

Security Token Market provides stakeholders with:



Industry News
Coverage



Security Token
Data



Analyst Reports

Market Size

The security token industry is established and growing at an exponential rate

- \$14B market cap (as of June 3rd, 2022)
- 1,868% growth YoY in security token market cap
- Estimated \$50B - \$60B held privately

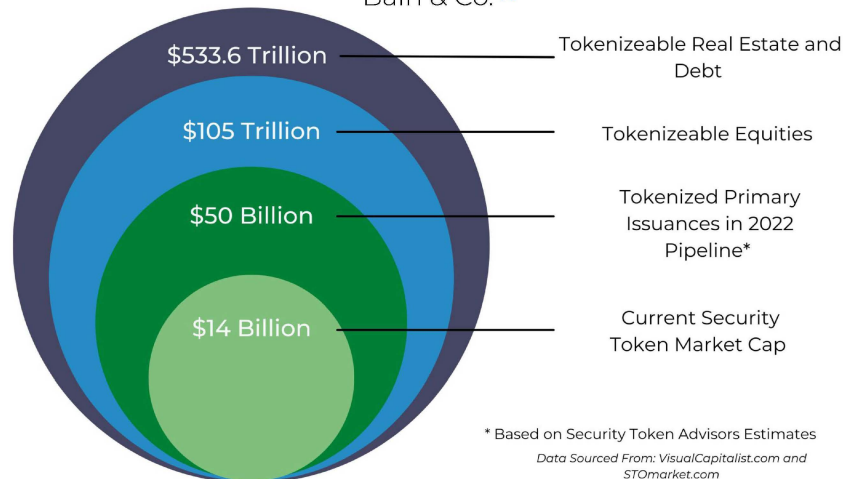
There is tremendous demand for financial data services

- Total global spend on financial data reached \$35B in 2021
- Total spend grew 7% in 2021

The total addressable market for security tokens is massive; there is a unique opportunity around providing data and news coverage to stakeholders

“Security tokens are a **200x** larger opportunity than the current \$2 trillion crypto market”

—Bain & Co. 



Business Model

Products and Services

Media

- Website advertisements
- Sponsored YouTube shows and newsletters
- Industry production services

Data

- Analyst reports and calls
- Data & analytics tools

Competitive Advantage

Most Complete Data Set

- We track **200+ security tokens** across 10 exchanges internationally

Market Leader for Data and News Coverage

- We are **a leading source** for information in the security token industry


























Track Record

- STM has been a leading firm in the industry for over 5 years — our founders are **well respected and have deep industry connections**

International Audience

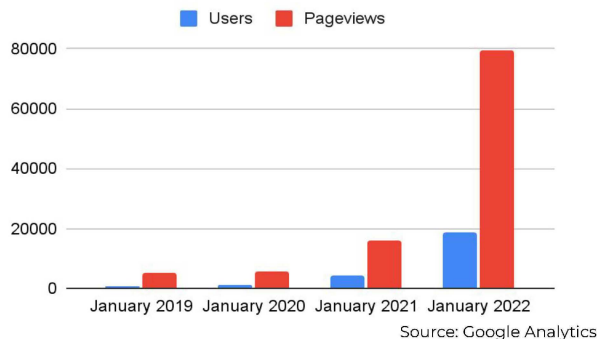
- 75% of our audience is **international**

Competitive Landscape

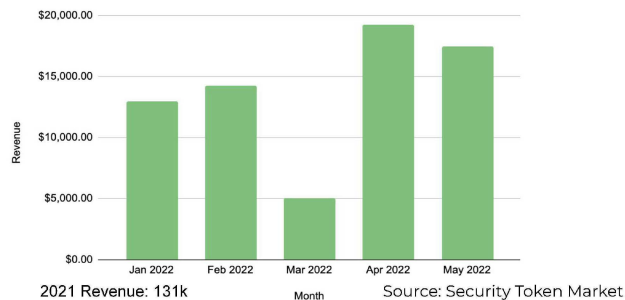
			 CoinMarketCap		 MESSARI	
Blockchain Focus						
Security Token Data						
Reports & Analysis						
Media Platform						
API Tools						

Traction (1 of 2)

Year-Over-Year Growth



2022 Revenue



Engagement Statistics

- 250k+ total unique users; 200% YoY Growth
- 1.4M total page views; 146% YoY Growth
- 8M social media impressions
- 4k+ hours of watched content

Source: Google Analytics, Twitter, Instagram, LinkedIn, YouTube

Notable Clients



Traction (2 of 2)

Security Token Market is a critical tool to help understand the regulatory and even operational risk exposure of portfolios that include both Tokenized Stocks and Security Tokens.



Neil Zumwalde
CEO, Credmark

Security Token Group Investors

Our parent company recently closed its Series A investment round. Security Token Group investors include:

- Ava Labs Blizzard Fund (AVAX)
- Exodus
- BlueBay Ventures

Our research has been cited in various publications

WSJ

Forbes

Bloomberg



THE COINTELEGRAPH

yahoo!
finance



Adam Blumberg
Co-Founder, Interaxis

No one I've found can put together the knowledge with the analysis like Security Token Market. It helps to have a group I can trust doing deep dives on the security token industry.

Leadership



Kyle Sonlin
CEO, Founder

- Co-founder of Security Token Market
- Previous blockchain infrastructure consultant
- Multiple citations in industry leading publications (e.g., Bloomberg, Yahoo Finance, etc.)



Megan Nyvold
Head of Media

- Previously at TikTok
- Previously at Western Union



Jonah Schulman
Head of Communications

- Previously at Deloitte
- Previously at Royal Caribbean



Herwig Konings
CoFounder

- CEO of Security Token Group
- Advised on one of the first security token issuances
- Founder of InvestReady
- Miami Technology Leader of the Year winner in 2015



Nosa James
Head of Product

- Previously at JP Morgan
- Founder of Marathon Labs



Jason Barraza
Head of Growth and Operations

- Previously at Bank of America
- Has consulted over 100 companies

Invest on SECURITIZE MARKETS



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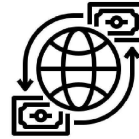
Crowdfund Launch
Date

July 6th, 2022

02

Minimum
Investment

\$100



Worldwide Opportunity

US retail investors &
international investors are
eligible



12-Month Lockup

Secondary trading may become
available afterward, no IPO
needed

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Investor Benefits

Investor perks such as beta access,
exclusive events, and more