IN THE HIGH COURT OF NEW ZEALAND
CHRISTCHURCH REGISTRY

I TE KŌTI MATUA O AOTEAROA
ŌTAUTAHI ROHE

CIV 2019-409-544

Under	Part 19 of the High Court Rules and Part 16 of the Companies Act 1993
In the matter of	an application concerning **CRYPTOPIA LIMITED (IN LIQUIDATION)**
And	
In the matter of	an application by **DAVID IAN RUSCOE** and **MALCOLM RUSSELL MOORE** of **GRANT THORNTON NEW ZEALAND LIMITED**
	Applicants

FOURTH AFFIDAVIT OF DAVID IAN RUSCOE

Dated: 7 February 2020

BUDDLEFINDLAY
NEW ZEALAND LAWYERS
Barristers and Solicitors
Wellington

Solicitor Acting: **Scott Barker/ Annie Cao/ Maddie Harris**
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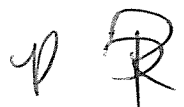Tel 64 4 499 4242 Fax 64 4 499 4141 PO Box 2694 DX SP20201 Wellington 6140

AFFIDAVIT OF DAVID IAN RUSCOE IN SUPPORT OF ORIGINATING APPLICATION FOR ORDERS FOR DIRECTIONS REGARDING THE DIGITAL ASSETS

I, **David Ian Ruscoe**, of Wellington, Chartered Accountant and accredited insolvency practitioner, swear:
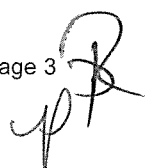
1.   I am a Chartered Accountant by profession, and I am a partner in the Wellington office of the firm, Grant Thornton. I am also a RITANZ accredited insolvency practitioner. I am authorised to swear this affidavit on behalf of the Applicants.

2.   I refer to my earlier affidavits sworn in these proceedings by way of background. I make this affidavit to provide additional evidence requested by appointed counsel to the Court ahead of the hearing scheduled to commence 11 February 2020.

3.   The further evidence requested by appointed counsel is:

   (a)   Additional evidence of marketing and PR carried out by Cryptopia.

   (b)   A copy of the service email sent by the liquidators to account holders following the Court's Orders of 18 October 2019. Attached at annexure marked **DIR5** is an exhibit bundle to this affidavit. At **page 1 of DIR5** is a copy of the service email that was sent to the email address held by Cryptopia for each account holder.

   (c)   Did Cryptopia itself trade currencies on and/or off the exchange? E.g. did it acquire extra coins externally to increase liquidity on the exchange and/or act as counterparty to some trades by account holders?

   (d)   What approach was taken regarding the currencies stolen in the hack other than Bitcoin? Was a percentage deduction made to the accounts of all holders of the affected currencies, as for Bitcoin?

   (e)   The SQL database start date, and what would have been in place beforehand (if the start date is after the exchange started operating)?

Marketing

4.   In the course of our investigations we have discovered that the Company carried out additional marketing to that set out in my affidavit of 13 January 2020 at paragraphs [3] to [5].

5. From June 2018 Cryptopia engaged the services of a PR Company, Hotwire Australia Pty Limited (**Hotwire**). Shortly afterwards, on 27 August 2018 the Company hired Raj Wadhera into the role of Sales and Marketing director.

6. Attached at **pages 2 to 56** of **DIR5** are the following internal documents that we have discovered that relate to the engagement of Hotwire, and the marketing services provided:

    (a) Cryptopia Global comms plan (pdf);

    (b) Cryptopia Global scope of work for 2019 – Q1 (pdf):

    (c) Email from Jennifer Sricharoenchaikit at Hotwire to Raj Wadhera dated 17 December 2018 re "*Updated Cryptopia Exec, Momentum Release & Boilerplate, Key Messaging*" (pdf);

    (d) Email from Sebastien Meunier at Hotwire to Raj Wadhera dated 7 January 2019 re "*Overview of December PR activity*" (pdf):

    (e) Cryptopia Snr Exec Release v3 (word doc with tracked changes);

    (f) Cryptopia – key messaging v3 (word doc with tracked changes).

7. My colleagues under my supervision also carried out generic internet searches for articles and other marketing carried out for Cryptopia by Hotwire. We found the following items:

    (a) Online articles:

        (i) "*Cryptopia accelerates international growth by more than 100 percent, reaches two million users*" published on www.pcworld.idg.com.au on 4 October 2018, a copy is attached at **pages 57 to 64 of DIR5.**

        (ii) "*A crypto crash course for* beginners" by Raj Wadhera of Cryptopia published on www.goodgearguide.com.au on 24 October 2018. A copy of this article is at **pages 65 to 71 of DIR5.**

(b)   Interviews and podcasts:

        (i)   YouTube clip of interview with Up Close & Personal TV. The interview can be viewed on this link https://www.youtube.com/watch?v=qYPwr8p9KiQ.

        (ii)   Wild West Crypto Show interview with Raj Wadhera and Tim Brockett of Cryptopia. The interview can be viewed on this link: https://www.wildwestcryptoshow.com/interview-with-raj-wadhera-tim-brocket/
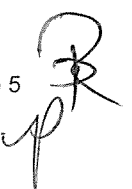
Did Cryptopia itself trade currencies on and/or off the exchange? E.g. did it acquire extra coins externally to increase liquidity on the exchange and/or act as counterparty to some trades by account holders?

8.   Yes. Cryptopia would buy reserves to facilitate trading, in circumstances in which the coin would not otherwise be available on the exchange. For example, major coins like Bitcoin or Ethereum would not have paid Cryptopia's listing fee, so in order to be able to offer these coins Cryptopia would have had to acquire a float of the cryptocurrency from another cryptocurrency exchange or other source, such as mining pool.

9.   In addition, my colleagues and I believe that Cryptopia would have acted as a counterparty a number of times when they needed to trade cryptocurrencies into Bitcoin in order to convert the Bitcoin into fiat currency (Bitcoin was the easiest coin to convert to Fiat currency).

10.   Appointed counsel asked whether Cryptopia had stocks of any cryptocoins which it regarded as not recorded on the SQL database. And if so, whether Cryptopia kept the private keys for those coins separate from the private keys relevant to the coins treated as backing the entries in the SQL database?

11.   Through our investigations we have found that, while the Company was running normally, the Company did not have any cryptocurrency holdings outside of the exchange holdings, which were recorded in the Company's internal accounts within the SQL database. Therefore, there would have been no separate private keys. After the hack the Company moved company account holdings onto a separate hardware wallet, but this would have still been accounted for in the SQL database.

12. Our understanding is that all of the Company's cryptocurrency holdings were recorded their internal accounts within the SQL database. The Company's holdings were published on the balance sheet of the financial statements, and these entries were based on reporting from the SQL database. Attached at **pages 72 to 73 of DIR5** is a copy of the balance sheet as at March 2019. The Balance Sheets details cryptocurrency holdings in NZD (Bitcoin, DogeCoin, Litecoin, USDT). This was the last date that the Company's holdings were reconciled to a spreadsheet formulated from the below Cryptopia internal accounts within the SQL database. We know that this is not all internal accounts, as it does not include WithdrawalFees or the DustBin:

(a)   SYSTEM_CRYPTOPIA_INCOME

(b)   CryptopiaTrade

(c)   System / Lorde

(d)   DotcoinSales

(e)   PaytopiaIncome

(f)   RecoveryFees

(g)   ListingFees

(h)   OutgoingExpenses

(i)   PromotionalGiveaways

(j)   FraudRecovery

(k)   ChatBot

(l)   CoinVote

(m)   Cryptopiapromo

(n)   Lotto

(o)   ReferralSystem

What approach was taken regarding the currencies stolen in the hack other than Bitcoin? Was a percentage deduction made to the accounts of all holders of the affected currencies, as for Bitcoin?

13. Haircuts were applied to balance of Litecoin, Bitcoin and Ethereum hacked cryptocurrencies. Attached at **Pages 74 to 76 of DIR5** are screenshots of the public announcements that were made relating to Litecoin, Bitcoin and Ethereum. Those were the actual haircuts applied to user accounts. The announcements were posted on the coin, unfortunately we do not have a cached website to produce a screenshot of this.

14. For example, if an account holder had 1 Bitcoin pre-hack once the haircut was applied the Bitcoin balance became 0.86, being x = (1-.14), within the database. The account holder was then given a Cryptopia Loss Marker (**CLM**) value, which was the NZD value of the haircut applied to the account holder (i.e. 14% of the account holder's Bitcoin holding). The CLM was calculated using the NZD value of Bitcoin at the time of the hack. The user would see a corresponding withdrawal amount in their account of .14 BTC with a maintenance message of *"Reason: Currency 86% secured, 14% haircut processed"*.

SQL database

15. We have made further inquiries to ascertain the start date of the SQL database. We believe that the SQL database was created in late November 2014 and went live in early December 2014. The current version of the SQL database has records of the first trades, deposits and withdrawals. The initial records show transactions between Adam Clark (**Adam**) and Rob Dawson (**Rob**). We believe that these would have been test transactions before the database went live. Set out below is the first recorded transaction (between Adam and Rob) which we assume is a test transaction, and the first recorded transaction that was not between Adam and Rob, which we assume was a live transaction between account holders:

(a) The first deposit was: 2014-11-30 06:57:14 (assumed test).

(b) The first deposit not from Adam or Rob was: 2014-12-01 04:47:48. User: Gemini, Coin: PopularCoin (assumed live).

(c) The first trade was: 2014-12-01 11:15:59 (assumed test).

(d)   The first trade that didn't involve Rob & Adam was: 2014-12-12 01:37:52 (assumed live).

(e)   The first withdrawal was: 2014-11-30 11:03:06 (assumed test).

(f)   The first deposit not from Adam or Rob was: 2014-12-04 02:44:52.62. User: Gemini, Coin: BTC (assumed live).

16.   We have not identified a creation date of the SQL database, however we do not think that would show the date that Cryptopia started using the SQL database, because the first transactions do appear to be test transactions between Adam and Ross.

17.   Craig Ryan was the SQL database administrator at Cryptopia. He has contracted to Cryptopia since August 2017. My colleagues under my supervision spoke to Craig Ryan and asked him when Cryptopia first started using the SQL database, and what, if anything, it used beforehand. Mr Ryan said that, given Adam's development expertise, he would be surprised if anything other than a SQL database was used as a customer database. This is because the application used to develop the exchange was command object based/ command pattern based. This method of development generally means that the common objects are used to generate a SQL statement or a call to a stored procedure. Until we hold a full interview with Adam we will not be able to confirm this. We will not be able to hold a full interview with Adam prior to the hearing date of 11 February 2020.

Last log in date and API

18.   My colleagues under my supervision also spoke with Craig Ryan about the last log in date data entry. Mr Ryan advised that the last log in date might not show the last date that an account holder accessed the exchange and carried out a transaction, because certain account holders used an "API" for trading, which allowed them to carry out trades without logging into the exchange. Attached at **pages 77 to 81 of DIR5** is pdf of Cryptopia's FAQ sheet on APIs, that explains what and API is and how it worked. Page 51 of the customer service manual annexed to my earlier affidavit sworn on 8 November 2019 at page 144 of exhibit bundle DIR3 notes that "*API trades account for 90% of orders on our site, and the 'whales' (big traders with a lot of money) nearly exclusively use the API*".
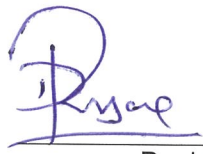
19.   Following our discussions with Mr Ryan, we believe that the latest date of the 'last log in date', 'last withdrawal' or 'last trade' date will show the latest date that an account holder accessed the exchange.

Server location

20.   Tony Donaldson was the Systems Administrator at Cryptopia. My colleagues under my supervision contacted Mr Donaldson to ask where Cryptopia's servers were physically located while the exchange was operating. Mr Donaldson advised that servers were commissioned at Phoenix NAP datacentres in Singapore and Amsterdam, in addition to those hosting the Company's data in the USA. This was part of a 2017 disaster recovery initiative by which Cryptopia was going to duplicate data to these sites. However, these were never used to store exchange data as Cryptopia never implemented a disaster recovery policy despite paying years of lease fees.

Sworn at Wellington   )

this day of February 2020   )

)   _____
                                                  David Ian Ruscoe

Before me:

A Solicitor of the High Court of New Zealand

Timothy Grant Plunkett
Solicitor
Wellington

Cryptopia Limited (in Liquidation) update 25 October 2019

no-reply@cryptopia.co.nz <no-reply@cryptopia.co.nz>

Wed 11/6/2019 1:55 PM

To: transferreturns-cryptopia@cryptopia.co.nz <transferreturns-cryptopia@cryptopia.co.nz>

Dear Cryptopia Stakeholder,

You are being emailed as part of the Liquidation of Cryptopia Limited.

The liquidators have applied to the High Court of New Zealand for directions regarding the legal status of customer holdings and the ability to hold Cryptocurrency on trust. The Liquidators have asked the Court to appoint two Queen's Counsel for these proceedings.

The Court has approved the Queen's Counsel appointment and service of this order must be effected by the liquidators sending an email with a link to these proceedings for all potential trust beneficiaries and creditors that Cryptopia held email addresses for.

The Court orders and an update from the liquidators can be found at the link below:

https://www.grantthornton.co.nz/update-for-cryptopia-account-holders-25-october-2019/

Please do not reply to this email. This mailbox is not monitored and you will not receive a response.

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CRYPTOPIA GLOBAL COMMS PLAN

November 2018

CONTENTS

- Strategy re-cap
- Project highlights to date
- Learnings
- Where to next?

CRYPTOPIA

STRATEGY RE-CAP

US:

- **Goal:** Build awareness for Cryptopia as a mature, transparent and world-class crypto exchange brand

- **Approach:** US media continues to aggressively cover cryptocurrency news, but Cryptopia needs to offer a unique point of view to enter the conversation. We need to build on statements like, "Ethically run" to tell our audiences why that matters, how it makes Cryptopia different from other exchanges, and what the existence of ethical exchanges means for the future of cryptocurrencies and crypto exchanges.

ANZ:

- **Goal:** Tell Cryptopia's turn-around story and position as a trustworthy cryptocurrency partner

- **Approach:**
  - **Phase 1:**
    - Turn-around story: To counter the current negativity around the Cryptopia brand in ANZ, we need to focus on clarifying and publicising positive proof points around Cryptopia's growth, values, security investments, and feature enhancements
    - Issues factory and point of view development to enable and strong thought leadership platform and content engine that breaks through the noise
  - **Phase 2:**
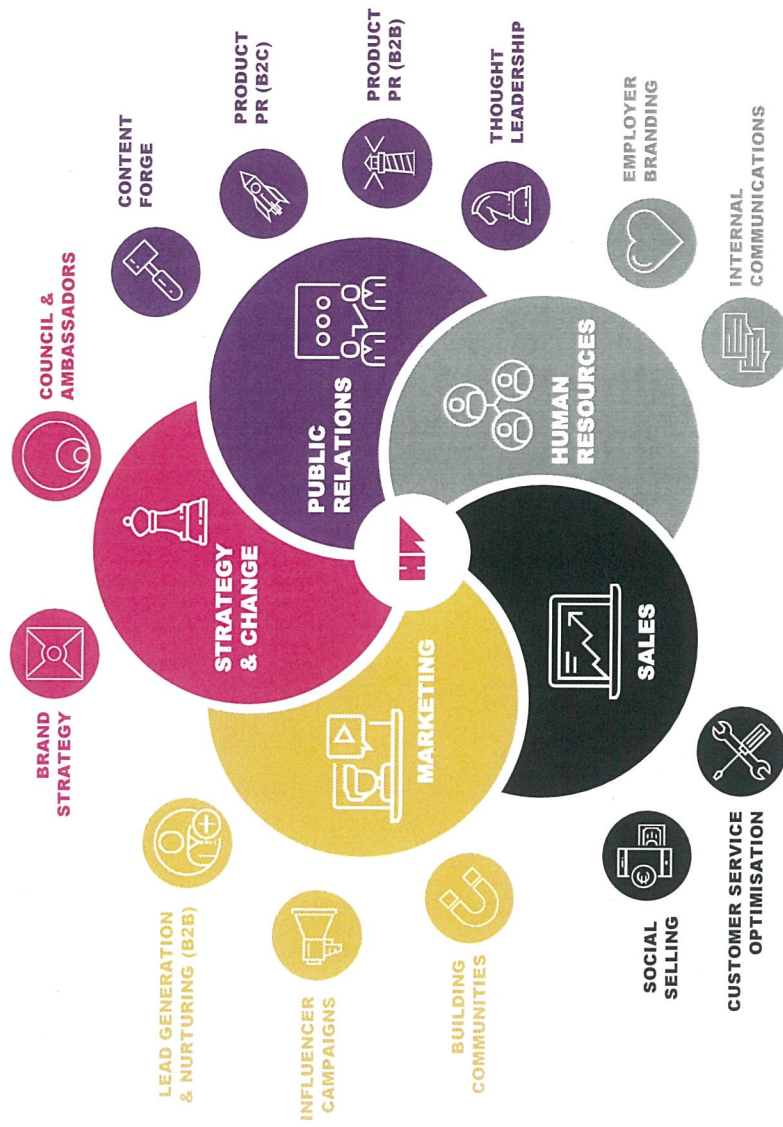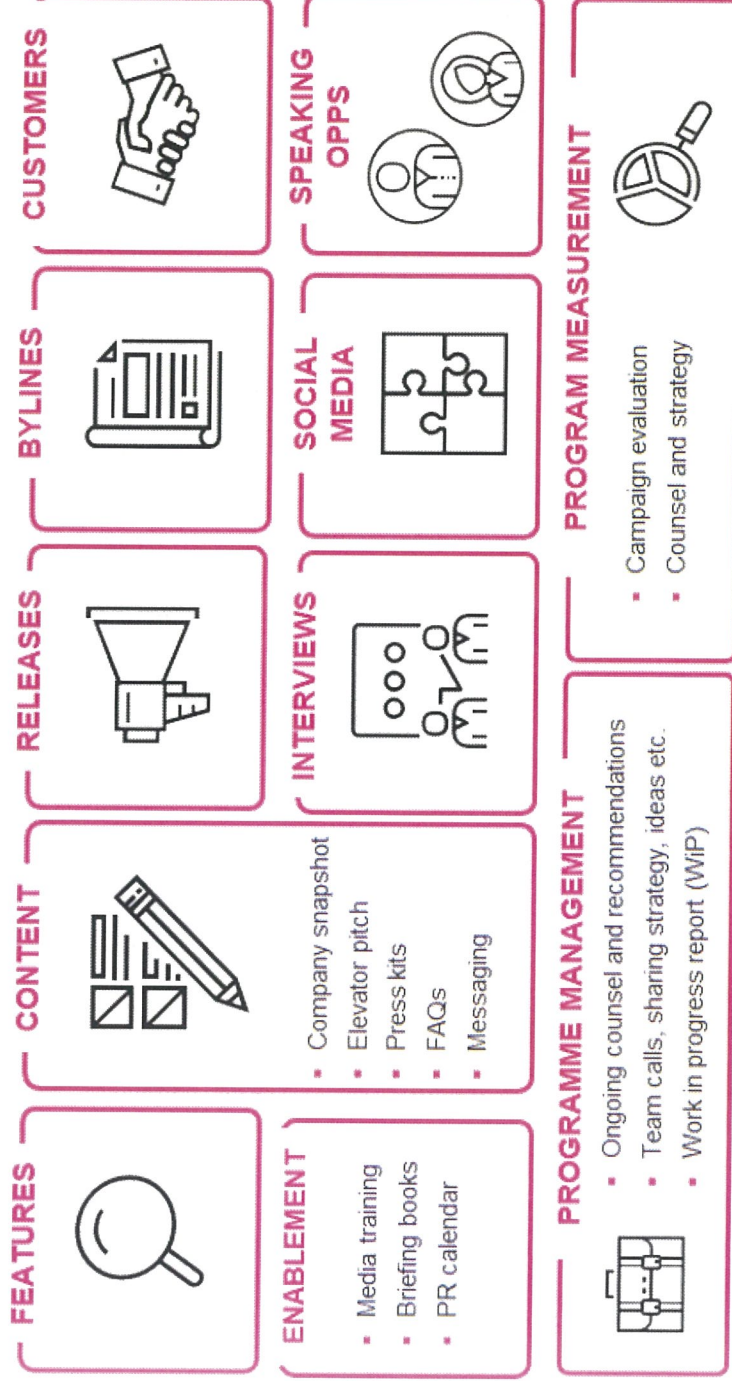   - Leverage point-of-view documents to run an ongoing and proactive press office.

CRYPTOPIA

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INTEGRATED CAMPAIGNS FOR HIGHEST IMPACT AND EFFICIENCY

STRATEGIC COMMUNICATION PACKAGES TO MATCH YOUR NEEDS

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CRYPTOPIA

PRESS OFFICE RE-CAP

FEATURES

CONTENT

- Company snapshot
- Elevator pitch
- Press kits
- FAQs
- Messaging

RELEASES

BYLINES

CUSTOMERS

ENABLEMENT

- Media training
- Briefing books
- PR calendar

INTERVIEWS

SOCIAL MEDIA

SPEAKING OPPS

PROGRAMME MANAGEMENT

- Ongoing counsel and recommendations
- Team calls, sharing strategy, ideas etc.
- Work in progress report (WiP)

PROGRAM MEASUREMENT

- Campaign evaluation
- Counsel and strategy

CRYPTOPIA

GLOBAL PROGRAM HIGHLIGHTS

Key messaging
- Documents created for media, including boilerplates, bios, FAQ and reactive statements

Crisis management
- Ongoing crisis support and strategy
- Issues matrix and scenario plan created
- Full training across Cryptopia marketing and Hotwire teams

Proactive press office
- Turn around press release distributed – standout coverage in Business Insider and iTBrief
- Podcast coverage secured with Cryptopulse, Tradercobb
- Byline coverage secured with Business Insider and iTWire
- Ongoing proactive newsjacking across US and AU
- Relationship-building opp secured with WSJ

Thought leadership
- Issues factory complete
- 3 x point of view (POV) documents created
- Thought leadership media pitching and content development underway

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INDUSTRY POINTS OF VIEW

1. **Enabling a cryptocurrency future**
   - Crypto is the future and banks and other institutions need to get on board.

2. **The financial services needs to embrace crypto or fall behind**
   - Crypto will be just as an important as other payment methods in the near future.

3. **Customer transparency in the crypto space**
   - Industry self-regulation is needed to bolter transparency and credibility.

CRYPTOPIA

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PROGRAM HIGHLIGHTS

AND COUNTING!

9 articles

14 media engaged

6 quotes created

4 Tier 1 press interviews

18 pieces of coverage

100% key message pull-through
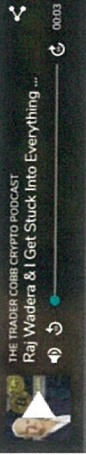
Tier 1 interview with Finder AU

3 byline opps secured

In the past 12 months, NZ crypto exchange Cryptopia has grown its user base by 1 million, its headcount by 389% and just hired a former Microsoft CMO

TECH INSIDER

BUSINESS INSIDER AUSTRALIA

TECH   MONEY & MARKETS   BRIEFING   IDEAS   EXI

PETER FARQUHAR

Cryptopia: The Kiwi exchange riding the crypto boom

A crypto crash course for beginners

Raj Wadhera, CMO, Cryptopia (PC World) on 24 October 2018 14:49

THE TRADER COBB CRYPTO PODCAST
Raj Wadera & I Get Stuck Into Everything ...

Raj Wadhera

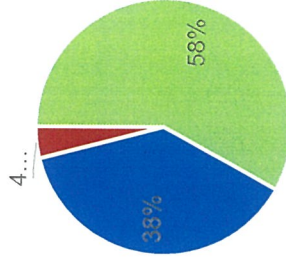THE WALL STREET JOURNAL.

Forbes

TC

Inc.

ANZ SENTIMENT CHANGE OVER TIME

Sentiment before Hotwire engagement (Jan – Jul)

2%

38%

60%
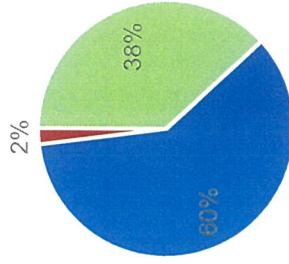
- Positive
- Neutral
- Negative

Sentiment after Hotwire engagement (Aug – Oct)

4...

58%

38%

- Positive
- Neutral
- Negative

Without Hotwire and its secured positive coverage and issues management counsel, Crytopia would have only negative coverage around a CEO transition, the AurumCoin 51% attack and massive coins delisting

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CRYPTOPIA

SOCIAL ENGAGEMENT

Facebook

- The engagement rate on Facebook has grown steadily from 3% to 5%
- Direct message response times dropped from 1 hour 27 minutes to 37 minutes
- Sentiment has increased from 91.7% positive or neutral to 99% positive or neutral

Facebook	Monthly % growth	Page Likes	Page followers	Posts	Engaged Users	Total Reach	Engagement Rate (%)	Link clicks	Messages
Aug-18	(+0.63%)	36,315	40816	15	1388 (-38.37%)	41,021	3%	123	1128
Sep-18	(+0.89%)	36,641	41,145	19	1262 (-9.07%)	30,357	4%	217	941
Oct-18	(+0.92%)	36,981	41146	27	2882 (128.37%)	54,483	5%	204	1124

Twitter

- The engagement rate has increased from 0.3% to 0.5%
- We generated 250,000 impressions from our refreshed UI announcement and drove engagement with our community through the use of GIFs

Twitter	Percentage change	Total followers	New Followers	Tweets	Impressions	Engagement rate	Replies	Retweets	Likes	Mentions	Link Clicks	Dms
Aug-18	1.5	230,404	2,488	173	6,370,000	0.30%	811	1,600	4,400	3,439	3,000	791
Sep-18	1.56	233,978	3,574	127	4,890,000	0.40%	1,000	1,600	4,000	4,682	3,800	734
Oct-18	0.6	235,487	1,509	314	5,100,000	0.50%	1,000	1,100	4,200	2,448	2,100	874

CRYPTOPIA

ISSUES MANAGEMENT RE-CAP

Managed Issues

- Ongoing media monitoring for issues
- Issues matrix and scenario plan
- Issues training for Cryptopia exec team and global Hotwire team
- Media training for CEO
- 2nd media training for Aimee and Raj
- Messaging training in pre-brief calls ahead of media interviews
- GoldCoin
- CEO change
- Delistings

Outcomes

- No issues have hit mainstream press
- All issues have been contained within their relevant channels
- Professionally media trained spokespeople
- Clear protocols and actions for all stakeholders

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ISSUES MATRIX

Issue categories

- Product issues
- Staffing – news staff/changes
- Customer Service
- Lawsuits and regulation
- Security and privacy
- Industry
- ICO/coin listings/changes to exchange

Issues requiring proactive statement

- Confirmed leak of personal data
- Funds misplaced during transfers
- Mass confusion about functions and use of Cryptopia
- C-level exec or founder resigns with notice/transition period (new appointment only)
- C-level exec or founder resigns/fired effective immediately (new appointment only)
- Under threat/notice of being sued (any reason)

Cryptopia Issues Scenario Plan

CRYPTOCURRENCY INDEX

AN ANNUAL CRYPTOPIA MARKET RESEARCH REPORT
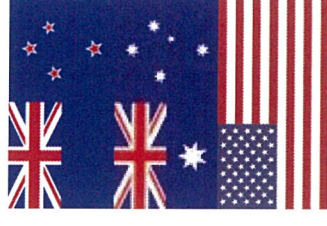
Strategy and business impact

- Prove industry credibility by launching a global annual 'predictions' report on the currency of cryptocurrency development, adoption and impact:

  o Include survey stats from US, UK, AU, NZ on consumer behaviour, combined with expert opinions from a financial services industry expert in each market and Cryptopia's exec team

  o Develop multiple content pieces: written report/whitepaper, LinkedIn posts for all spokespeople, media alert, byline calendar, and round table in select markets to discuss the findings

  o Use as talking points for media coverage in key outlets talking to current, dormant and future users

Key insights

For current users

- Aussie investors might know less about crypto than they think

- Not all those that cite a good understanding of crypto know what cryptocurrency exchanges are

- **1 in 10 companies have a dedicated team involved in blockchain or cryptocurrency R&D or applications**

For dormant and potential users

- Aussies might know more about crypto than they think

- **81 percent of ANZ respondents can name at least one cryptocurrency coin**

- Education is the barrier to investing in crypto, rather than a lack of trust

- **Only 2 of 5 people across ANZ (42%) know you buy cryptocurrency by using a crypto exchange**

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CRYPTOPIA

GLOBAL PROGRAM OPTIMISATION

- Completed
- Development of strong POVs for use in each market
- Broaden spokesperson bench to include security lead and a second business lead, in addition to Raj

- **Next steps**
- Finalise quarterly map and timeline of corporate announcements
- Confirm approval processes – agree on set procedure and owners for activities
- Media train more potential spokespeople
- Develop timely and newsworthy research based on own data and third-party survey data to keep media engaged

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CRYPTOPIA

JUMPING INTO
2019

CRYPTOPIA

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THE STRATEGY:
THE NEW CURRENCY OF
CRYPTOCURRENCY

Highlight cryptocurrency is **here now** and is here to stay, and Cryptopia is leading on delivering cryptocurrency services for **real people**. We're **humanising crypto**.

TARGET PERSONAS
WHO WE'RE TALKING TO

Current users

Profile

- Enjoy the thrill and risk of crypto
- Quick to jump on the latest product/coin/innovation
- 'Bro-culture' is common, 'anti-establishment'
- Driven by lack of trust (of both government and traditional financial institutions), potential investment growth and FOMO

Dormant users

Profile

- Have heard the crypto hype, but also seen the volatility
- Taking a wait-and-see approach to crypto
- More collaborative, will consult more sources in investment decisions
- Concerned that crypto may be a 'bubble' and realising wealth from investing it is impossible

Potential users

Profile

- Risk-adverse, concerned that crypto is hackable/too volatile
- Question crypto's true value, don't see the need
- Lower investable income
- May have heard of crypto but do not understand what it is or how it works
- Looking for education on crypto

Sources: EY / Bloomberg / Finder.com / Accenture / Beme / Elsevier / ICES

THE NEW CURRENCY OF CRYPTOCURRENCY

IN THE LEAD UP TO THE INDUSTRY'S 10-YEAR ANNIVERSARY, A NEW LENS ON CRYPTOCURRENCY MUST BE APPLIED IN ORDER TO UNDERSTAND ITS POTENTIAL, ITS ROLE IN OUR EVERY DAY LIVES AND THE FINTECH SPACE, AND THE BREADTH OF OPPORTUNITIES FOR EVERY TYPE OF INVESTOR.

Crypto is here to stay

- The media are inundated with continuously contradicting opinions from the industry. Having a strong POV through a long-term program will be critical to establishing a trustworthy brand and voice in the press.
- The public are skeptical about whether to invest or not, with over 90% of Aussies consistently opting to not invest. We need to explain why crypto isn't for flippant or unwise investors – in fact, it's quite the opposite.

Crypto is for real people

- Crypto isn't just for the tech savvy. Crypto is for real people, who just want to know what it is, how it works, and how to make the most of it.
- It's difficult for the media and public to differentiate between fact and hearsay when it comes to crypto.
- We can remain current and relevant in their eyes by starting with facts, and pitching thought leadership as back-up, rather than the other way around.

Crypto is part of the financial services sector

- Many view crypto as irrelevant to the 'proper' FSI industries. This is where a mindset shift is needed and Cryptopia is well-positioned to drive this change.
- Trust, regulation and conduct are hot topics with the mainstream financial and investor press, and Cryptopia needs a clear voice on these topics to be considered part of the 'big leagues'

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CRYPTOPIA

THE NEW CURRENCY OF CRYPTOCURRENCY

HOW THE THREE PILLARS WILL BE BROUGHT TO LIFE

Always on press office: Interview and commentary pitches (proactive and reactive), bylined articles, blogs, LinkedIn posts

Crypto is part of the FS sector:
Banks and cryptocurrency exchanges are to share an understanding of the need to embrace, rather than avoid, the mainstreaming of cryptocurrency.

Tactics
- Analyst relations
- Event participation and speaker opps
- Establishment of partnerships with industry bodies/organisations

Crypto is for real people:
Cryptocurrency is universal, can be used at micro and macro sales, and is a technology that is at everyone's disposal.

Tactics
- Corporate and executive profiling
- Influencer campaigns, focused on data
- Media meet and greets

Crypto is here to stay:
Cryptocurrency is no longer a fad. It will become another commonly available payment system and a new option for individuals and businesses to transact wealth around the world.

Tactics
- Company mascot
- Media meet and greets
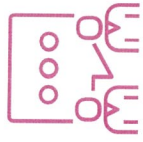- Video series, educational resources

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CRYPTOPIA

STRATEGIC PILLAR 1

Crypto is here to stay

CRYPTO IS HERE TO STAY – TACTICAL PILLARS

Press office

- Prioritise proactive press office, jumping on timely features and news to insert Cryptopia as the frontrunner of the fintech and cryptocurrency conversation
- Commit to quarterly momentum press release and associated timelines to keep key media and analyst targets updated on Cryptopia's success

Profiling

- Continue media introductions (through face-to-face meetings when possible) and educating the press
- Proactive pitching for print/online profile pieces and listicles
- Ongoing exec media support around news, thought leadership and events

Thought leadership

- Leverage POVs in each market for proactive thought leadership pieces and interviews
- Thought-leadership based LinkedIn posts attributed to key spokespeople

Content

- Create uniquely branded Cryptopia content, to develop and announce on a regular basis, with the goal of becoming a go-to benchmark and source of insight and education for the industry long-term
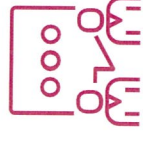
Events

- Maximise exec and sales presence at events for media and analyst meetings
- Leverage time at select events for research and new content opportunities

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CRYPTOPIA

EVENTS AND AWARDS*

BUILDING AWARENESS AND CREDIBILITY

Cryptocurrency predictions panel

Finder AU – November 2018, ongoing

Monthly market outlook and predication panel with prominent fintech influencers.

Cryptopro expo

January 2019, San Fran, CA

Two-day conference dedicated to discussing blockchain and cryptocurrency, opportunities and challenges.

Crypto Awards 2019

October 2019, Singapore

Blockchain & Bitcoin Conference Australia

May 2019, Australia

International conference dedicated to cryptocurrency and blockchain – speaker submissions are open now.

New Zealand CFO summit & awards

March 2019, Auckland

Networking and awards event for New Zealand's best CFOs and finance teams, with major financial institutions in attendance.

Finance for the Future Awards

September 2019, London

CRYPTOPIA   *Sponsorship opportunities to be discussed on case by case basis

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TAKING CRYPTOPIA TO THE NEXT LEVEL

CRYPTO IS HERE TO STAY

CXO tours:

- Consider American Banker, American Banker Association, TechCrunch and the New York Blockchain Association

- Educate the industry on the value and merit of Cryptopia

**Identify and establish partnerships with industry organisations:**

- New York Blockchain Association and/or trusted research firms like IDC FinTech, Frost & Sullivan, Constellation Research or the Global Blockchain Business Association

- Analysts, academics and other trusted industry professionals

- Established partnerships for news announcements

CRYPTOPIA

STRATEGIC PILLAR 2

Crypto is for real people
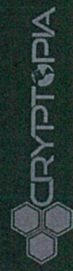
CRYPTO IS FOR REAL PEOPLE – CAMPAIGN

HUMANISING CRYPTO CAMPAIGN EXAMPLE

- Binance is for everyone, Coinbase is for bluechips, Cryptopia is for **real people**

- Target audience: 18-30 yr olds, experimental, early days of trying crypto, think they're tech-savvy, keen to make a buck, think crypto is cool and new

- Key message: Crypto is a cool risk and now's the time

- Tactics:

  - Influencer campaign with a different monthly influencer to promote the Cryptopia platform and mascot

  - 'Which coin are you?' paid advertorial with Buzzfeed to educate on the existence of broad range of coins

  - 'Crypto journey' vlog with key lifestyle influencer – follow the journey from day 1 for 7 days, answering questions at every step

  - Tell us about your last shocker investment and the 1,000 'biggest losers' will WIN $100 to use on Cryptopia

Executives from all
FORTUNE
500
companies are
LinkedIn members

LinkedIn has over
70 in **200**
MILLION   COUNTRIES
MEMBERS   WORLDWIDE
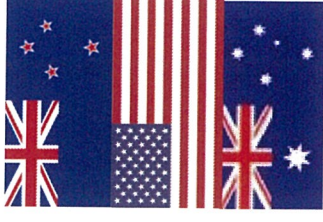
A new member joins LinkedIn
EVERY SECOND
1
2
3

Increasing Activity

560,000 professionals visit the LinkedIn homepage   EVERY DAY

450 million pages are viewed   EVERY WEEK

42 pages are browsed per member   EVERY MONTH

CRYPTOPIA

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CRYPTO IS FOR REAL PEOPLE – VIDEO SERIES

YOU CAN DO THIS

- Banks, institutional investors, even university endowments are investing in cryptocurrency. You can too with Cryptopia. It's the crypto exchange for **real people**

- **Target audience:** 18-45 year-olds, unsure of crypto, but interested in giving it a try, need assurance, instruction and incentive

- **Key message:** Crypto isn't as scary as it's made out to be

- **Tactics:**

  - ABCs of crypto video series; educations, instructional and alleviates concern

  - Stories about real, new, non-stereotypical users on Crypto – sharing their stories

  - Participants that complete each video in series can enter for chance to win monetary prize (which must be spent on coin investments via Cryptopia), trip to crypto event, and/or Cryptopia swag

CRYPTOPIA

STRATEGIC PILLAR 3

Crypto is part of financial services
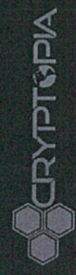
CRYPTOPIA

THE WORLD'S NO. 1 CRYPTOTRADER

THE OFFICIAL SEARCH FOR THE MASTER OF ALL CRYPTOTRADERS – THE GO-TO FOR ALL THINGS CRYPTO

- Cryptopia has a 2.3 million users to be tapped into

- **Key message:** Cryptopia is the exchange of choice for some of the most well-versed and sophisticated cryptotraders in the world, so therefore it is a credible exchange

- **Target audience:** Tech savvy, strong crypto users, potential crypto users

- **Tactics:**

  - Create a questionnaire and poll open up to all Cryptopia users to ask them to nominate the best cryptotrader they know, but also quiz them to verify their crypto-savviness

  - Amplify through owned channels (blog, social media)

  - Incentivise participation with a compelling prize e.g. trip to Christchurch to meet the founders and see the new offices
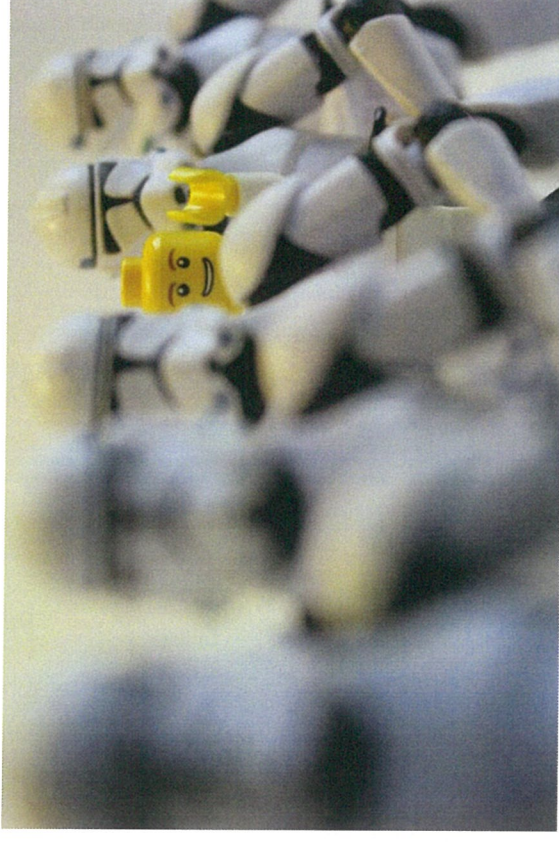
CRYPTOPIA

CRYPTO IS PART OF THE FINANCIAL SERVICES INDUSTRY

STRATEGIC THOUGHT LEADERSHIP CONTENT TO RAISE CRYPTOPIA'S INDUSTRY PROFILE

- Partner with FinTech Australia, FinTech NZ and NY Blockchain Association, CBI or the ABA to create flagship reports annually based on findings from surveying their membership base

- Existing partnerships: Canterbury tech, Christchurch and Canterbury NZ (government), New Zealand trade enterprise, Internet NZ

- Leverage results from the surveys to launch the reports exclusively to the membership bases and media

- Position Cryptopia as an industry leader on the topic of 'the future of fintech' in each market, and continue to tweak the report each year based on responses and feedback

  - Use this as a platform to pitch Cryptopia as 'resident commentators' the likes of News.com.au and Finder could reach out to ongoing for canned comment on issues in and the direction of the crypto space.

ANALYST RELATIONS
LEVERAGING KEY FINTECH ANALYST INFLUENCERS

Gartner®

IDC Financial Insights

CB INSIGHTS

451 Research

constellation RESEARCH

FORRESTER®

Aite

FROST & SULLIVAN

intellyx™

BI INTELLIGENCE

CRYPTOPIA

Potential Supporting Activity

- Bulk up appropriate analyst list
- Identify + manage research calendar
- Coordinate 6-8+ briefings / quarter
- Monthly or quarterly newsletter
- Distribution + tracking
- Support customer briefings
- Support follow-up analyst requests
- Monitor + share research, social

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BUILDING YOUR DIGITAL MEDIA PROGRAM

STEPS TO SUCCESS

Develop Cryptopia's **social channel strategy** to activate and build communities for your new US, ANZ and future global focused properties

Craft your **social content strategy** to define content sources, formats, and process for increasing the likelihood that content will be discovered and engaged by your audiences
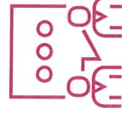
Identify relevant **social influencers** and provide counsel for leveraging them to advance your program; leverage Hotwire's access to NetBase and Traackr

Establish a **paid digital media strategy** to reach audiences throughout their journey and drive lead generation

CRYPTOPIA

BUILDING YOUR DIGITAL MEDIA PROGRAM

A STRATEGIC ROADMAP

1 Establish Goals

- Objectives
- Success
- KPIs

2 Define & Build

- Basics
- Role
- Content
- Activation

3 Engage & Influence

- Targeting
- Campaigns
- Cross-Channel Integration
- Paid Management

4 Listen & Optimise

- Tools
- Keywords
- Monitoring
- Reporting

5 Expand

- New Channels

CRYPTOPIA

BUILDING YOUR MEDIA PROGRAM

ESTABLISHING A SOCIAL CHANNEL STRATEGY

Overarching Brand Position

Core Content Pillars

Tech	Finance	Blockchain/ Crypto

Carry Messaging Throughout Content Types

ENGAGING AUDIENCES WITH CONTENT

Industry News and Trends
- 80% of Content Mix

Branded Thought Leadership
- 10% of Content Mix

Owned Promotion
- 5% of Content Mix

Other Content (e.g. Hiring, Events, Crypto Confidence Index)
- 5% of Content Mix
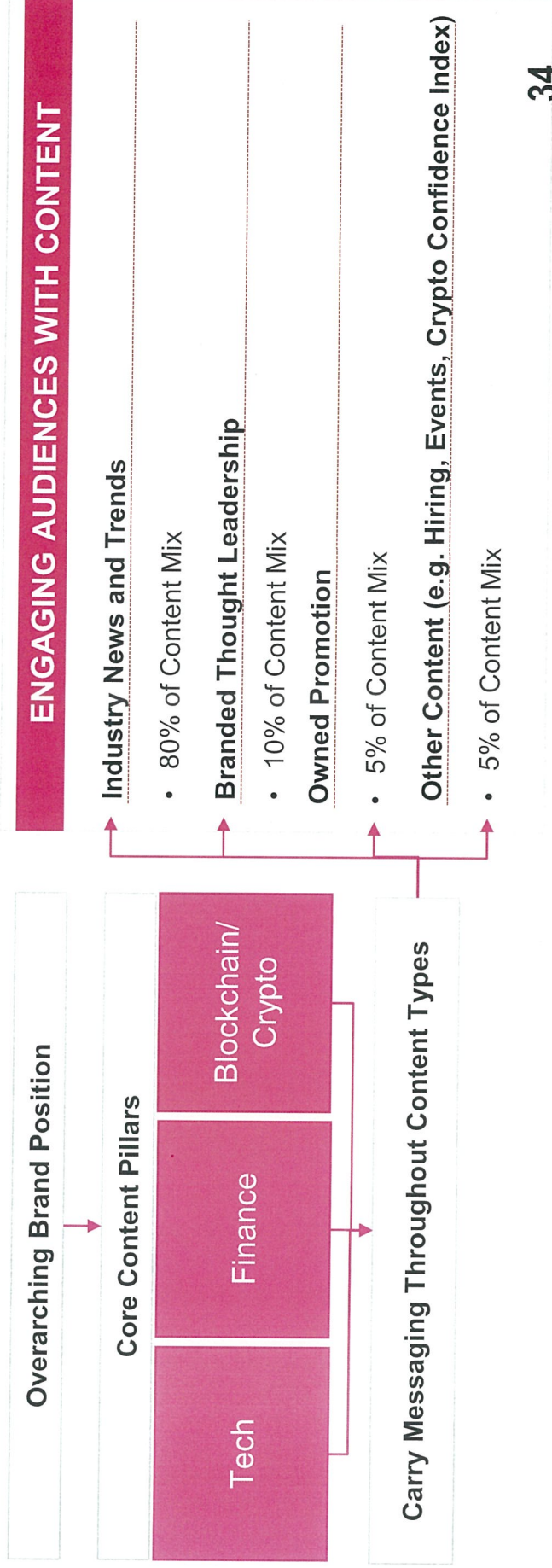
*Example content mix. This will be tailored for your program

CRYPTOPIA

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BUILDING YOUR MEDIA PROGRAM

ESTABLISHING A PAID STRATEGY

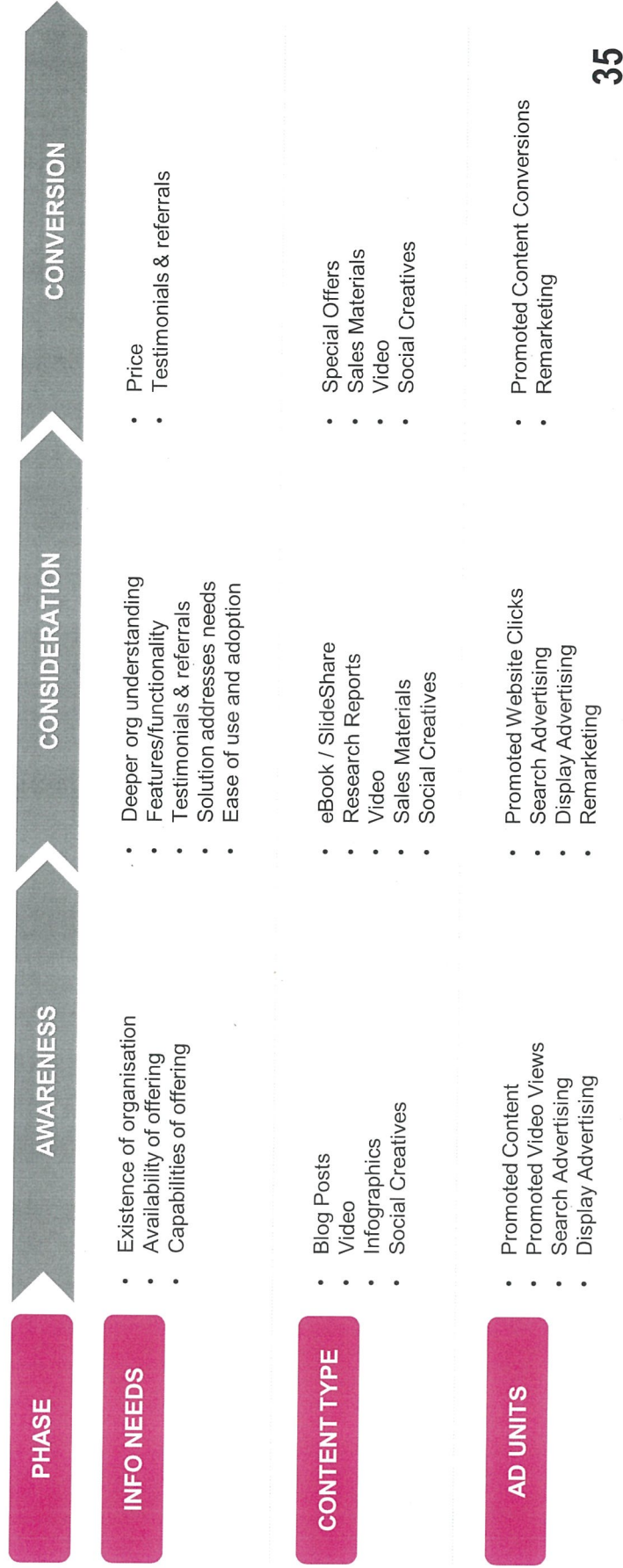| PHASE	AWARENESS	CONSIDERATION	CONVERSION
INFO NEEDS	Existence of organisation Availability of offering Capabilities of offering	Deeper org understanding Features/functionality Testimonials & referrals Solution addresses needs Ease of use and adoption	Price Testimonials & referrals
CONTENT TYPE	Blog Posts Video Infographics Social Creatives	eBook / SlideShare Research Reports Video Sales Materials Social Creatives	Special Offers Sales Materials Video Social Creatives
AD UNITS	Promoted Content Promoted Video Views Search Advertising Display Advertising	Promoted Website Clicks Search Advertising Display Advertising Remarketing	Promoted Content Conversions Remarketing

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CRYPTOPIA

STRATEGY VS TACTICS VS AUDIENCE

	CRYPTO IS HERE TO STAY	CRYPTO IS FOR REAL PEOPLE	CRYPTO IS PART OF THE FS INDUSTRY
Current users		• 'Which coin are you?' paid advertorial with Buzzfeed to educate on the existence of broad range of coins • Cryptopia mascot	
Dormant users	• Press office • Profiling • Thought leadership • Events • Awards	• Tell us about your last shocker investment and the1,000 'biggest losers' will WIN $100 to use on Cryptopia • Cryptopia mascot	
Potential users	• Cryptocurrency index • Analyst relations • Partnerships • Organisation involvement/ government relations/regulators	• Influencer campaign with a different monthly influencer to promote the Cryptopia platform and mascot • 'Crypto journey' vlog with key lifestyle influencer – follow the journey from day 1 for 7 days, answering questions at every step • Video series • The world's no.1 cryptotrader	• Strategic thought leadership and events • Industry research

TIMELINE
AN OVERVIEW OF ACTIVITIES IN 2019

Pillars	Activities	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Crypto is here to stay	Cryptoindex	planning	go-live										
	Corporate profiling and thought leadership						ONGOING PRESS OFFICE						
	Awards (submissions and pitching)			New Zealand CFO summit & awards; SXSW, Austin	Coin Invest Summit - LA	ICBC 2019, Seoul		planning	planning	SIBOS London			
	Industry engagement						ONGOING						
Crypto is for real people	Corporate profiling and thought leadership						ONGOING						
	Decrypting crypto videos	filming	go-live	filming	go-live	filming	go-live	filming	go-live	filming	go-live	filming	go-live
	Humanising crypto - influencer campaign		planning	influencer postings		filming	filming	crypto journey vlog	planning	planning	advertorial		
	Industry engagement						ONGOING						
Crypto is part of the financial services sector	Number one crypto trader campaign	planning	planning	planning	go-live	go-live	go-live	go-live					
	Industry event with key stakeholders NZ			TBC									
	Industry event with key stakeholders AU						TBC						
	Industry event with key stakeholders US									TBC			
	Industry event with key stakeholders UK												TBC
Cross pillars	PR program expansion UK	planning	planning	go-live									
	PR program expansion Russia				planning	planning	go-live						
	PR program expansion China							planning	planning	go-live			
	Business updates to media		planning	go-live		planning	go-live		planning	go-live		planning	go-live
	C-Suite tour ANZ	pitching	tour										
	C-Suite tour UK			pitching	tour								
	C-Suite tour US										pitching	tour	
	C-Suite tour Russia							pitching	tour				
	C-Suite tour China									pitching	tour		
	CRM - lead generation	planning	planning				ONGOING						
	Analyst relations						ONGOING						
	Press relations activities outside campaigns						ONGOING						
	Social strategy and implementation	planning	planning				ONGOING						

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THE FINE PRINT
NO NEED TO READ BETWEEN THE LINES

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CRYPTOPIA

GLOBAL CRYPTOPIA PAY PER FEE SCOPE OF WORK

January 1, 2019 – December 31, 2019

Following a successful 6-month partnership, we are thrilled to have the opportunity to engage with Cryptopia as your lead communications agency globally.

Hotwire has driven several discussions and presentations on Cryptopia's future marketing objectives in New Zealand and around the world, including face-to-face meetings in Christchurch where an annual marketing plan was presented and discussed. The following document outlines the monthly ongoing cost of executing core aspects of the discussed plans, as well as the separate costs required for each regular project or extra stream of activities, which can be actioned throughout the year as needed.

The following plans cover activities for the US, Australia, and New Zealand markets for January-March 2019.

The following scope of work is designed with the following goals in mind:

- Build awareness for Cryptopia as a mature, transparent and world-class blockchain services brand
- Bring to life Cryptopia's vision to accelerate the evolution of digital commerce

To maximise flexibility and enable both Cryptopia and Hotwire to shift priorities and activities throughout the year as needed, Hotwire will share a quarterly scope of work in advance, which will form the basis for the quarterly invoice to be paid in advance. The following document will act as a guide for ideal outcomes and activities, though the actual outcomes of each month may vary depending on Cryptopia's needs.

To summarise, the recommended quarterly spend is AUD$90,000 (for ANZ) + USD$60,000 (for US) = approx. AUD$173,046/quarter.

We look forward to extending our partnership with Cryptopia, and receiving confirmation on the following scope of work.

Mylan Vu, Managing Director, Hotwire Australia

(also representing Jennifer, Christa, Sarah, Sebastien, Katrina, Sam and Melissa)

NB: Services budget in this scope of work excludes the 9% operating expense fees. Please also note that activity and output may vary based on quarterly priorities. KPIs included below.

HOTWIRE
THE GLOBAL COMMUNICATIONS AGENCY

CRYPTOPIA RETAINER + PROJECTS SCOPE OF WORK FOR ANZ

Quarterly budget: AUD$90,000 + 9% expenses + 10% GST
Additional campaigns: Separate cost

ONGOING RETAINER: PR, communications, content and influencer marketing	AU$90,000/ QUARTER
Strategy, counsel and planning	*Quarterly planning and strategy development* *Bi-weekly calls* *Main point of liaison, management of comms with Hotwire US and UK* *Social media audit, collaboratively with Aimee*
Press Office & Thought Leadership (Media Relations) - Corporate news media alerts development and pitching - NZDT press release - Appointment announcement of leadership team - Research peak press release - Planning for API announcement, pitching likely in Q2 - Thought leadership media pitching and interviews - Focus on employer of choice thought leadership and employer branding content - Rapid response, intro briefings, industry commentary	*3-4 x press releases* *9 x media opps* *3 opinion pieces*
Reputation Defender - Review of RD content to ensure consistent messaging - Ongoing liaison with RD to ensure posting to reputable websites - Ongoing liaison with RD to ensure timely posting of content in line with broader PR/comms strategy	*Fortnightly calls with RD* *Review of 5-6 pieces of content / quarter*
Speaking & events - Ongoing research and support around key events and research - Proactive pitching for speaker slots for industry events	*1 x speaker opp*
Measurement & Reporting - Monthly activity reports - Weekly industry reports	
Issues management and crisis comms - Reactive statement development - Reactive media relations and management	*As needed*

Awards	
• Ongoing research and identification of relevant industry awards • Liaison with awards organisations/ceremonies • Development of award submission, in collaboration with Cryptopia team, to submit for relevant awards	• *1 x award submission for Fintech Business Awards*
Quarterly planning and strategy sessions in NZ • Quarterly strategy meetings in-person in Christchurch • Campaign updates and development to discuss in-person in Christchurch • Review of KPIs and results in-person in Christchurch • Working from Cryptopia office for 4 days for open discussions on business direction and goals, meetings with broader teams face-to-face, etc.	• *Approx. 50% of Sydney-Christchurch flights for 3 Hotwire staff* • *Approx. 50% of Christchurch accommodation for 3 Hotwire staff for 4 nights* • *Travel time – WAIVED* • *Hotwire AU team to represent US team and liaise in advance to act on their behalf*

HOTWIRE
THE GLOBAL COMMUNICATIONS AGENCY

CRYPTOPIA US Q1 2019 REVISED SCOPE OF WORK

January 1, 2019 – March 31, 2019

The following SOW is designed with the following goal in mind:

Goal: Build awareness for Cryptopia as a mature, transparent and world-class crypto exchange brand

SOW OPTIONS
Services budget excludes the 9% operating expense fees. Please also note that activity and output may vary based on quarterly priorities. KPIs included below.

Q1 total: USD$60,000 ($20K/month)

PR, communications, content, and influencer marketing	KPIs
Strategy, Counsel and Planning • Global planning, strategy development and coordination • Bi-weekly calls • US team to work with the main global hub Hotwire AU; Jennifer as main US point of contact	✓
Thought Leadership (Media/Analyst Relations & Content Creation) • Corporate news media alerts development and pitching • Thought leadership media/analyst outreach where relevant (follow-up to World Crypto Con) • Preparation for rapid response and industry commentary • Support for relevant announcements • Whitepaper copy finalized and designed	• *5x media/analyst opps per quarter* • *2x opinion pieces per quarter* • *2x press releases per quarter (as needed); includes $2,800 news wire distribution fee)* • *1x whitepaper finalized with design layout (Includes $7,000USD for whitepaper draft, creative content design and layout)*
Awards & Speaking / Events • Ongoing research and support around key awards and events • Proactive submission of awards and/or pitching for speaker slots for industry events • Evaluating to attend	• *4x award/speaker opps/event support identified and submitted per quarter (Cryptopia to draft all copy; Hotwire to edit)*
Social Support • Selective social influencer engagement to build blockchain/crypto network in US	• *Engagement with up to 5 top tier influencers per quarter*
Measurement & Reporting • Weekly and ad hoc news monitoring emails (4x per month) • Monthly TrendKite and activity reports • Industry reports	✓

Updated Cryptopia Exec, Momentum Release & Boilerplate, Key Messaging

Jennifer Sricharoenchaikit <Jennifer.Sricharoenchaikit@hotwireglobal.com>

Mon 12/17/2018 2:02 PM

To: Raj Wadhera <Raj.Wadhera@cryptopia.co.nz>
Cc: Aimee Kenworthy <Aimee.Kenworthy@cryptopia.co.nz>; Hotwire US Cryptopia <CryptopiaUS@hotwireglobal.com>; Hotwire Cryptopia AU <CryptopiaAU@hotwireglobal.com>

▌ 2 attachments (88 KB)
Cryptopia Snr Exec Releasev3.docx; Cryptopia - key messaging - v3.docx;

Hi Raj —

Thanks again for passing along Rob's feedback around the Cryptopia senior exec / momentum release. Given his direction to focus more broadly on our blockchain service provider capabilities vs being a cryptocurrency exchange, we've updated the press release, boilerplate and key messaging to reflect this.

As discussed, ANZ media are either on holiday and/or really stretched thin at the beginning of January, so we'll want to plan for a late-January announcement to allow ample time to pre-pitch relevant targets and to ensure we have stability on the Cryptopia talent front.

With this in mind, do keep us posted on our SOW so we can plan our media strategy and revisit approved messaging accordingly into the new year.

Best,
Jennifer

JENNIFER SRICHAROENCHAIKIT
Senior Account Manager

Jennifer.Sricharoenchaikit@hotwireglobal.com
m: +1 617 943 1710
@hotwireglobal

Latest:

Explore: Understanding Generation Alpha - What The Parents Have To Say

News: Hotwire wins World's Best Consumer PR Campaign at ICCO Global Awards

News: Hotwire Launches Video Production Partnership With Irresistible Films

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Hotwire

44
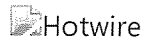
Overview of December PR activity

Sebastien Meunier <sebastien.meunier@hotwireglobal.com>

Mon 1/7/2019 6:57 PM

To: Raj Wadhera <Raj.Wadhera@cryptopia.co.nz>
Cc: Aimee Kenworthy <Aimee.Kenworthy@cryptopia.co.nz>; Hotwire Cryptopia AU <CryptopiaAU@hotwireglobal.com>; Hotwire US Cryptopia <CryptopiaUS@hotwireglobal.com>

Hi Raj,

As discussed, here is a detailed overview of all executed activities in December.
We have tried to make each item very clear so you can forward this email internally if you want to.

Let us know if there is anything that needs clarifications though.

Planning
- **2019 plan:** Finalisation of 2019 PR activity plan. This was updated to align with the leadership team's feedback – *provided 3 December*
- **Q1 scope of work:** a detailed scope of work + budget for Q1 activities was prepared and edited based on feedback – *finalised 21 December*
- **Social media:** Hotwire reviewed the initial social strategy Aimee prepared and provided recommendations on how to optimise it, specifically on updating the competitors' audit and the platform's goals – *provided 20 December*

Development of written materials for external and internal communications
- **Corporate messaging:** Initially created in August 2018, Hotwire updated the master messaging document including updated key messages and FAQ for the company, to serve as guidelines when speaking with journalists and generally presenting the company. Hotwire also updated the company boilerplate i.e. official company description included in all press releases distributed to media – *provided 5 December*
- **Global whitepaper outline:** Following an industry survey commissioned to market research company Sapio (covering US & AU), we developed an outline for a whitepaper we will draft based on the statistics, tackling various trends in crypto. This piece of research/content is to be used for PR activities to position Cryptopia as a thought leader in the blockchain industry – *provided 20 December*
- **"Media kits" for coins listing on Cryptopia:** After meeting in Christchurch, Hotwire spoke to Troy to discuss how we can assist with developing templates for PR, marketing and social activities that coins listing on Cryptopia could use to announce it – *Conversation ongoing*
- **Brand guidelines:** Hotwire developed a proposal on a potential brand guidelines overhaul for Cryptopia, and provided recommendations on how this can inform all marketing and sales activity, whilst simultaneously aligning with company messaging (also developed by Hotwire) – *provided 4 December*
- **ServiceNow case study:** Hotwire provided quotes and overall feedback on a draft customer case study story that ServiceNow is developing with Cryptopia – *19 December*

PR support provided to the executive team
- **LinkedIn content support:** Hotwire audited Cryptopia exec team's LinkedIn profiles, and developed a company description for employees to add to their profiles – *provided 5 December*
- **Media training:** Hotwire conducted a full media training session for Rosie – *13 December*
- **Exec appointment announcement:** Hotwire updated the press release (developed in November) announcing the appointments of the executive team, in light of new company ambition (i.e. Cryptopia as a blockchain services company vs crypto exchange) – *provided 17 December*

Third-party relations
- **Meeting with technology journalist:** Hotwire met with key tech and crypto journalist, Fergus Halliday, Editor of PC World AU & NZ, to educate him about Cryptopia and what stories the company could provide him the future – *10 December*

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- **Reputation Defender:** Hotwire had two catch-up calls with SEO company, ReputationDefender, to understand their full remit for Cryptopia and synchronise on future activities. Hotwire then conducted a full handover of activity to Raj and Aimee to manage the relationship moving forward – *provided 20 December*

Admin

- **Client liaison:** Daily calls with Cryptopia to discuss plans and updates on PR and social with Raj and Aimee. Formal WIP calls fortnightly.
- **Daily monitoring:** Ongoing media and social channels monitoring and news scanning (across print, online, broadcast and radio outlets), and industry news reports sent weekly
- **Crisis communications support:** Internal re-group within Hotwire held to refresh on crisis comms approach – *facilitated 13 December*

Thank you,
Seb

SEBASTIEN MEUNIER
Senior Program Manager

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m: +61 431 364 170 / **d:** +61 2 8985 7285

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named 2018
large
consultancy of
the year by the
PRCA

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Cryptopia Expands Leadership to Support 115+ Percent Growth and Rising Demand for Digital Currencies

Co-Founders Rob Dawson and Adam Clark return as Chief Innovation Officer and Technology Adviser, respectively, and new Managing Director, COO, ~~CTO,~~ CFO, CMO drive next phase of growth for global ~~crypto~~ blockchain technology platform

CHRISTCHURCH, New Zealand, SYDNEY~~, NEW YORK~~ – January ~~8~~22, 2019 – Cryptopia, a leading blockchain ~~cryptocurrency exchange~~ service provider~~platform~~, today introduced an expanded executive leadership team to support its **more than 115 percent growth** since December 2017 and next chapter, as the company expands into new markets, technologies and looks to hire more tech talent.

With the rapid adoption of blockchain applications and cryptocurrencies worldwide, **Cryptopia Co-Founders Rob Dawson** and **Adam Clark** return to the company as Chief Innovation Officer and Technology Adviser respectively, with renewed leadership, a rich history, and comprehensive understanding of its complex technology to drive the company's further expansion.

"We're only scratching the surface of ~~crypto technology~~blockchain applications and its potential," said Rob Dawson, co-founder and CIO, Cryptopia. "With the rising demand around the world for smarter ~~crypto-based~~ products and services, Cryptopia is well positioned for sustained growth while we continue to educate and inform the industry and users on how to maximise ~~crypto and~~ blockchain technology in the most ethical and safest way ~~possible~~."

Expanded executive leadership team

As part of the expanded leadership team, newly-appointed **Cryptopia Managing Director Peter Dawson**, **CFO Tim Brocket** and~~,~~ **COO Morgan Nicholson**~~, CTO Dougal Gilroy~~ will continue to ensure the business is moving forward and working with all appropriate regional, governing and regulatory bodies. Newly-promoted **CMO Raj Wadhera** will drive the marketing and sales team forward, working closely with technology insights from the developer team.

The global scale of blockchain technology developments and rate of adoption, last estimated at 2.9 million and 5.8 million unique active users of cryptocurrency wallets, is outpacing the ability for many crypto technology companies to keep up. Innovation, research and development remains core to Cryptopia's mission and it is looking to ==grow its team X percent in X, Y and Z dev, analyst and customer support roles==*; to include link to careers page]* to join its team.

2018 Cryptopia highlights and what's to come in 2019

Cryptopia started as a set of mining pools and an exchange when it launched in 2014. Within weeks, it launched a cryptocurrency marketplace that has since become the largest in the world with the most variety of quality coins available. The blockchain technology company continuously invests in new features and product updates, as well as market research and education.

This past year, Cryptopia rolled out significant improvements to its platform through a refreshed website, new user interface and guidelines to improve the functionality, security and alignment with New-Zealand regulations and global industry governing bodies.

Highlights include:

- ==116%== growth of user base within 12 months
- 2.3 million users worldwide
- ==X%== improvement of customer support inquires
- Continued global expansion in new markets starting with ==the US and UK==
- Investments into independent third party research on consumer awareness and evolution of crypto tech

- Collaboration with more local and global fintech industry governing bodies
- Supporting communities and charitable causes, with investments of t. Total value approx. $1M (NZD) during FY18

> **Formatted:** Not Highlight

Cryptopia adheres to the most stringent ethical, legal and technical requirements in order to deliver a highly secure end-to-end exchange experience. The exchange will also feature multi language capabilities later in the year and continue to work with regional and industry government, regulatory and advising bodies to educate and advance industry awareness and understanding of cryptocurrencies and its applications.

"The pace of blockchain innovation is unprecedented. Cryptopia is at the forefront of these technology advancements while investing in research and market education among regulatory bodies, businesses and users to ensure the industry progresses in a safe and regulated manner." said **Raj Wadhera, CMO of Cryptopia and former CMO of Microsoft New Zealand**. "Expect more exciting developments from Cryptopia in the next few months."

> **Field Code Changed**

For more information on Cryptopia, click here.
Follow Cryptopia on social channels: Twitter, Facebook

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-ENDS-

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About Cryptopia Limited

Cryptopia Limited was founded in 2014 by Rob Dawson and Adam Clark as a blockchain service provider with a Cryptocurrency Exchange that hosts the world's largest range of quality coins. Based in New Zealand, the Cryptopia Exchange now has over two million users globally.

Cryptopia offers a world-class service, including premium support, fast response times, early access to new and innovative coins, and a highly secure end-to-end exchange experience, and blockchain technologies to facilitate digital commerce. Ethically run and compliant with New Zealand regulations, Cryptopia offers a wide range of coins, all of which need to pass stringent ethical, legal and technical requirements before being available to users.

> **Formatted:** Highlight

Cryptopia's mission is to enable the widespread adoption of cryptocurrencies blockchain solutions to empower people to securely control and trade their money digital commerce through faster, cheaper and more efficient financial services.

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> **Field Code Changed**

Cryptopia Key Messaging

Contents

Boilerplate

About Cryptopia Limited

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~~Cryptopia's mission is to enable the widespread adoption of cryptocurrencies to empower people to control their money through faster, cheaper and more efficient financial services.~~

Exec Bios

Alan bio – entrepreneur version

Alan Booth is CEO of Cryptopia, a global crypto-currency exchange with over two million users. Cryptopia hosts the world's largest range of cryptocurrencies, and prides itself on delivering high quality support and security for customers. Alan's area of expertise is in working with technology start-ups to overcome growth hurdles, develop customer-led strategies and drive continual innovation. Alan has worked across a number of industries including corporate, aviation, technology, real estate, executive coaching and fin-tech.

Alan bio – crypto expert version

Alan Booth is CEO of Cryptopia, a global crypto-currency exchange. Within three years, Alan has played a significant role in growing Cryptopia from its launch to now having over two million users. Cryptopia hosts the world's largest range of cryptocurrencies, and prides itself on delivering high quality support and security for customers. Alan has extensive experience across the financial services, technology and cryptocurrency sectors, and is responsible for driving Cryptopia's further growth on a global scale to become the most trusted and used cryptocurrency exchange in the world.

About the company

What does Cryptopia do?

As a blockchain service provider, Cryptopia offers a secure and high-performing exchange for depositing, trading and withdrawing over 5400 crypto currencies.

Cryptopia offers a world-class service, including premium support, fast response times, early access to new and innovative coins, a highly secure end-to-end exchange experience, and blockchain technologies to facilitate digital commerce. Ethically run and compliant with New Zealand regulations, Cryptopia offers a wide range of coins, all of which need to pass stringent ethical, legal and technical requirements before being available to users.

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What is the history of Cryptopia?

Cryptopia Limited was founded in 2014 by Rob Dawson and Adam Clark as a blockchain service provider with a Cryptocurrency Exchange that hosts the widest range of global, quality cryptocurriences. Based in New Zealand, the Cryptopia Exchange now has over two million users globally.

Who owns/runs Cryptopia?

Cryptopia Limited was founded in 2014 by Rob Dawson and Adam Clark.

Why was Cryptopia founded?

Like many startup successes, Cryptopia started with two guys in a garage. The founders, Rob Dawson an Adam Clark, were very passionate about blockchain technology and cryptocurrency and saw a gap in the market to deliver a transparent and secure cryptocurrency exchange that offered high quality customer service. Since being founded in 2014, Cryptopia now has over two million users globally, proving the market demand for a fast and easy-to-use exchange.

Who are your competitors? What makes Cryptopia different to its competitors?

While there are many cryptocurrency exchanges in market, not many are secure and reliable, and even less have truly customer-centric business models. Cryptopia has invested, at each stage in its business growth, in optimising its product to deliver the highest quality services to users, including speed of transactions and ease of use. We are also at the leading edge of the cryptocurrency space, releasing new coins every week, offering the largest range of coins for traders to access.

Who should be using Cryptopia? Why?

Cryptopia is focused on meeting market demand for more efficient blockchain solutions within financial services and delivering customer-centric cryptocurrency exchange services. Consequently, the product is purposely made to be easy-to-use by people with any level of technical skills. Anyone who wants to invest in the cryptocurrency space should be using Cryptopia for its high security and strong customer experience.

About the turn around

Is Cryptopia a scam?

Cryptopia offers a world-class service, including premium support, fast response times, early access to new and innovative coins, a highly secure end-to-end exchange experience, and blockchain technologies to facilitate digital commerce. Ethically run and compliant with New Zealand regulations, Cryptopia offers a wide range of coins, all of which need to pass stringent ethical, legal and technical requirements before being available to users.

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Was there a class action? Why?

No.

What are you doing now to ensure there aren't any further issues?

We have recently hired XX and invested in XX.

Commented [MV2]: We need to re-visit answers to these types of questions on a case by case basis.

Why should people trust Cryptopia, considering its past?

Cryptopia is and always has been a highly secure exchange. Early on, due to rapid growth of the business, there were some product issues, however these have all been addressed as quickly as possible and we have invested heavily since then to ensure these problems do not re-occur. Cryptopia is used by over two million people across the world, ethically run and compliant with New Zealand regulations.

Commented [MV3]: Add detail on hire as soon as possible/appropriate

About the product/exchange – security, capabilities, service

What are Cryptopia's compliance/KYC/AML standards?

We currently work very closely with official organisations in the cryptocurrency space, both locally and internationally. Investment in this space includes XXX, XXX and XXX to name a few. We are regulated by the Financial Markets Authority in New Zealand and ensure we are compliant with KYC requirements.

Commented [MV4]: Is there any detail we can add from the recent Auckland trip?

Does Cryptopia have shareholders?

Yes. Cryptopia is a private limited company and as the company has evolved, supporters have historically been rewarded with shareholdings.

What does it take to get a coin listed on Cryptopia? How does Cryptopia vet coins?

We've just recently conducted a review of our coin listings process and are about to publish our new coin listings process which firstly involves our Coin Listings team checking that every coin meets our ethical, technical and legal standards. We do this to ensure our users gain access to coins that are deemed safe. We encourage users to make their investments cautiously and ensure they thoroughly research every coin and investment.

Why do you choose to support obscure altcoins over some of the more well-known ones?

We want to ensure Cryptopia is the first to market for innovative new coin listings and is known to be the premier destination by developing and managing excellent relationships with all our listings clients. All our coins need to pass stringent ethical, legal and technical requirements before being available to users.

What's on the horizon for Cryptopia? How is Cryptopia planning scale alongside some of the bigger exchanges in the space?

We are on a journey to becoming a top 10 exchange and have invested in XXXX to enable sustainable growth.

> **Commented [MV5]:** Add new product lines, policy-related news, new hires, etc., as appropriate to the question on a case by case basis.

How do centralised exchanges such as Cryptopia plan to counter the challenge posed by decentralised exchanges? (funds kept in own wallet, better security, ownership of private keys, lower fees)

We see a place for both centralised and decentralised exchange technologies for the foreseeable future. Decentralised technology offers great promise but the functionality and user experience isn't there yet. There are also challenges around being able to offer regulated financial instruments on a decentralised exchange. It's a space we're keeping a close eye on.

Cryptopia has been the target of attempted security breaches in the past, what does Cryptopia do to keep user funds safe?

Cryptopia actively strives to ensure the security, integrity and privacy of personal information submitted to us, including regular review and compliance of our security measures in line with current technology.

When it comes to educating our users about how to keep their account information safe, we encourage all users to set up dynamic timed two factor authentication such as Google Authenticator or use a personal Cryptopia Authentication device. In addition, we have a range of resources on our Help Centre to help educate users about scams and phishing techniques. ~~Unfortunately~~Unfortunately, we still find some users fall prey to these scams so we regularly post reminders and links to these guides on social media.

Reactive Statements

The following statements are to be used reactively following inbound enquiries only, and are not to be used proactively with media. Before sharing any of the below externally or with media, approval must be confirmed with Kate Stapleton or Alan Booth beforehand.

Reactive statement 1 - For questions about investment advice
e.g. There has been a significant uptake/downturn in the cryptocurrency market, should we invest? It seems cryptocurrency is just a fad – should we treat it as a short-term investment?

While we cannot offer investment advice, it is our mission to offer secure exchange of the world's largest range of cryptocurrencies to expand access to and trust in crypto investments.

Reactive statement 2 – For questions about Cryptopia's product performance during times of poor performance
e.g. The forums are saying Cryptopia is down – is it true? Cryptopia has a reputation for lagging – what are you doing about it?

We have a highly experienced and extensive team dedicated to ensuring the consistently high performance of the Cryptopia Exchange. We take all feedback very seriously and always thoroughly address any feedback on performance as soon as possible.

Reactive statement 3 – For questions about Cryptopia competitors
e.g. Binance is performing exceedingly well – what are you doing to remain competitive?

We cannot speculate or comment on competitors' activities. We can share that Cryptopia has gone through significant growth since being founded in 2014, and we are planning for further growth in the coming year.

Reactive statement 4 – For questions about crypto-hacks
Ee.g. With another crypto exchange being hacked today, how secure is Cryptopia and can crypto exchanges ever really be trusted?

We cannot speculate on the security of other crypto exchanges, but can say that security is a top priority for Cryptopia. We have recently hired a head of security, XX, and have a team of XX security experts, which is continually growing and upskilling to ensure we maintain our standard of being highly secure.

Questions for Issues Factory

The below questions will be used in the Hotwire/Cryptopia issues factory, which is a research-backed workshop to uncover unique perspectives from Cryptopia to form the basis of the ongoing thought leadership program. Pre-planned answers are not necessary for every question.

Industry trends – the future of crypto-currency
- Is cryptocurrency a fad? Why or why not?
- Considering the volatility of the industry, how can you predict the future of crypto-currency?
- Is the future bright for crypto exchanges? Why or why not?
- How can everyday consumers make the most of what crypto exchanges have to offer?
- How is crypto-currency changing the way we save and earn money?
- How sustainable is the growth of crypto-currency?
- Why is it important for users to have access to a wide range of altcoins?
- What are you doing to make crypto buying more accessible, particularly to groups traditionally not participating (e.g. older generations, women, etc.)?
- What are the real vs overdramatised risks of cryptocurrency?

Industry trends – transparency in crypto-currency

- Why does crypto-currency have an unethical reputation?
- Is that unethical reputation deserved? Why or why not?
- Why is it important for crypto exchanges to show transparency in how they function?
- What are the signs of a trustworthy or non-trustworthy crypto exchange?
- How can traders ensure they are staying safe and secure when trading?
- What does it mean for an exchange to be transparent?

Industry trends – the future of financial services and investment
- How is cryptocurrency and the way it is growing/evolving impacting the financial services and investment industries?
- Is this a good or bad thing? Why?
- How can the financial services industry benefit from cryptocurrency moving forward? How can investors benefit from cryptocurrency moving forward? How will these benefits change over time?
- How do market, government and industry influencers change how cryptocurrency impacts the way we use, share and spend money? For example, how is industry regulation impacting cryptocurrency usage in Australia vs the US? How is the payments infrastructure restricting or enabling crypto uptake in Australia vs the US?
- What education can Cryptopia subject matter experts offer the media that others can't?

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4 October 2018 00:00

Cryptopia accelerates international growth by more than 100 percent, reaches two million users

Global crypto exchange leader also announces Raj Wadhera to Sales & Marketing Director to lead company into next stage of growth and user experience

Cryptopia, host of the world's largest range of cryptocurrencies, today announced the company has increased its worldwide user base by 116 percent since December 2017, validating the market demand for a fast, secure and easy-to-use exchange. Founded in 2014, Cryptopia has now more than 2 million active users. The company also appointed Raj Wadhera as Sales & Marketing Director, aimed at scaling the company's brand awareness and worldwide user adoption.

The company recently introduced significant improvements to its platform through a fully refreshed website, faster response times, improved customer support processes and enhanced service delivery. Their roadmap includes plans for better functionality and increased security - specifically compliance requirements to New Zealand regulations and Know Your Customer processes. Cryptopia adheres to the most stringent ethical, legal and technical requirements for listing new coins in order to deliver a highly secure end-to-end exchange experience. The exchange will also feature multi language capabilities later in the year.

To achieve this, Cryptopia grew its team extensively, with now more than 90 employees, a 389% increase in headcount in nine months.

"Australians use cryptocurrency as a secure alternative to buy, invest, mine and accept payments. As this technology becomes mainstream, businesses need to keep up with users' demand for user-friendly products and platforms that cater to all levels of technical skill," said Alan Booth, CEO at Cryptopia.

Cryptopia has also welcomed Raj Wadhera – Sales & Marketing Director, to lead the company into a next stage of growth and user experience

Raj brings more than 20 years of experience in Product, Sales & Marketing to his new role at Cryptopia, having recently joined from the Middlemore Hospital in Auckland, New Zealand, where he was the Director of Marketing, Communications and Digital Transformation. Prior to that he was CMO for Microsoft New Zealand, where he had full accountability of all Marketing functions.

Before joining Microsoft Raj had a brilliant career in telecommunications Down Under and overseas, starting at Telstra and then Singtel Optus, and covering a multitude of Product, Marketing and Sales functions over ten years. He then became Head of Business for Vodafone New-Zealand before moving to the United Kingdom as Head of Convergence for fixed and converged markets at Vodafone Global Enterprise. Raj came back to New-Zealand as Enterprise Channel Lead at Telecom New Zealand before joining Microsoft.

A native of Sydney, Australia, Raj earned a bachelor's degree in Business & Law from the University of Technology, Sydney, and an MBA from the Australian Graduate School of Management (AGSM). "I am thrilled to welcome Raj to Cryptopia. He joins at a pivotal time as we experience accelerated business growth. With his proven track record developing a world-class experience, he is a welcome addition to our talent team who are delivering high-performing and highly secure services to our users around the world." said Booth.

"The crypto market is booming, and I'm excited to join one of its most dynamic players. Challenges are one of my main motivators, and making Cryptopia the global leader in its space is one I'm keen to be involved in." said Wadhera.

For more information on Cryptopia, click here. Follow Cryptopia on social channels: Twitter, Facebook

-ENDS-

About Cryptopia Limited Cryptopia Limited was founded in 2014 by Rob Dawson and Adam Clark as a Cryptocurrency Exchange. Based in New Zealand, the Cryptopia Exchange now has over two million users globally, and the world's largest range of cryptocurrencies.

Cryptopia aims to offer world-class service, including premium support, fast responses times, early access to new and innovative coins, and a highly secure end-to-end exchange experience. Ethically run and compliant with New Zealand regulations, Cryptopia offers the world's largest range of coins, all of which need to pass stringent ethical, legal and technical requirements before being available to users. Cryptopia's mission is to enable the widespread adoption of cryptocurrencies to empower people to control their money through faster, cheaper and more efficient financial services.

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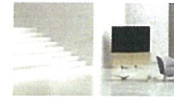
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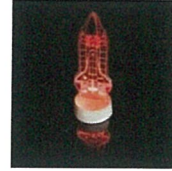
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Christopher Low
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Opinions   A crypto crash course for beginners

A crypto crash course for beginners

Raj Wadhera, CMO, Cryptopia (PC World) on 24 October, 2018 14:49

0 Comments
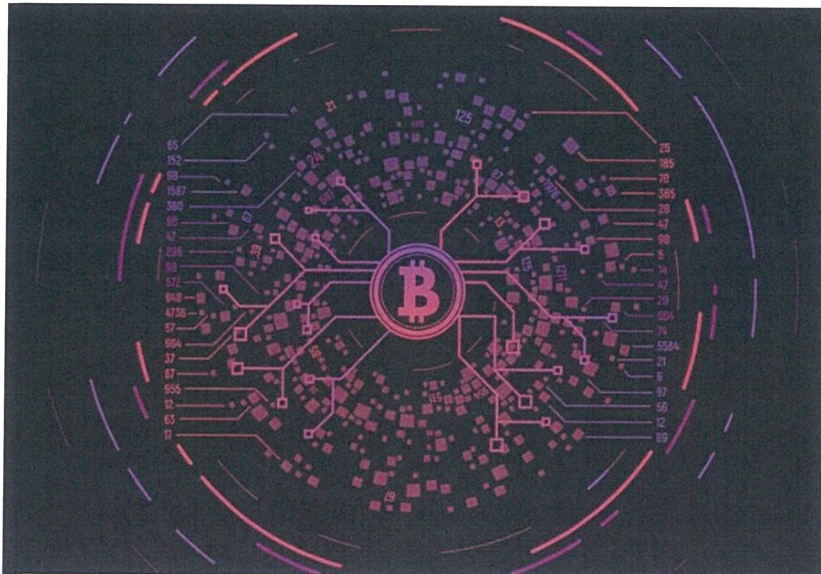
Credit: Ikonstudio | Dreamstime.com

With cryptocurrencies booming in popularity and adoption this past year, there's a chance you've probably considered investing in crypto. The most well-known coin, Bitcoin, soared to heights of $25,000 AUD last year before drastically dropping in price, generating controversy surrounding the cryptocurrency.

However, this is not all a bad sign. With Bitcoin's volatility steadily decreasing, investors can see this as a positive sign as the cryptocurrency nears stabilisation. So now is probably a good time to invest. But how does it work and where do you even start?

65
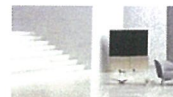
Understanding cryptocurrency

Crypto is a digital currency that exists on a blockchain – a growing list of records called 'blocks' encrypted using cryptography.

Because blockchain technology is secure, cryptocurrencies on the payment system are virtually impossible to hack, making crypto a break-through innovation in the way we do payments securely. In fact, blockchain technology is so trusted that many financial institutions are implementing the technology to create 'smart contracts'.

Why the widespread adoption all of a sudden?

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Like any form of payment, crypto didn't take off with mass adoption straight away.

Card payments were implemented and many people first resisted the idea, but today it's the most common form of payment.

New technological advances will always replace or enhance older forms of its predecessor and the way we exchange value is no different. Similarly, it's forecast that crypto will be a norm in decades to come.

A common misconception leading to roadblocks in mass crypto adoption is the security aspect. Many people still fall victim to the stigma and believe that hacking crypto is easy. But the reality is that dealing with crypto-money is very much the same as dealing with cash or credit card – only crypto is more secure.
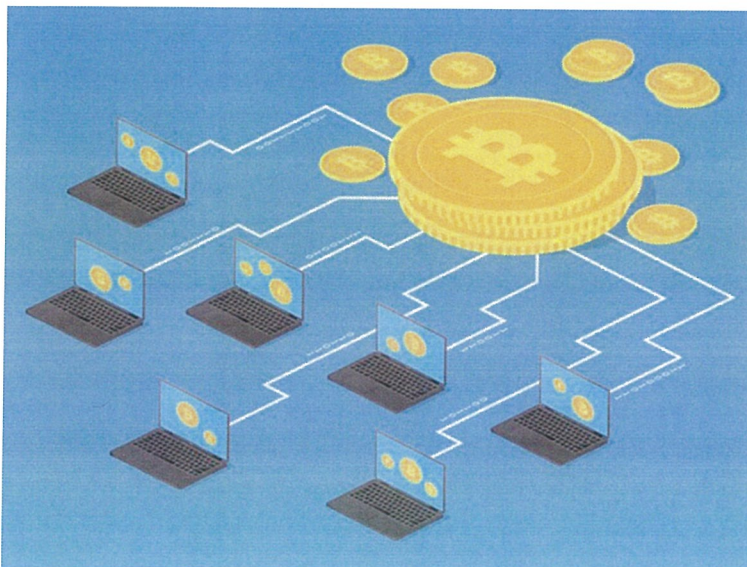
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Bitcoin, I choose you – or do I?

With over 1,600 unique cryptocurrencies and growing, how do you make a choice and how do you find a coin that suits you best?

First, you need to think of *why* you're buying into crypto.

If you simply want another payment option, then picking a coin that has low-volatility may suit you best – or you can go one step further and strictly invest in stablecoins. If you're in it for the long term to make a profit, then investing in high-volatility coins are your best bet.

Ultimately, there are currencies for pretty much everything, from gaming to travelling to green or sustainable initiatives. Those messages will eventually resonate with different parts of the population, who will be inspired to buy them, and investments and value should increase.

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Which exchange?

Picking a coin isn't the only choice you'll have to make, but which exchange you choose to purchase these coins through too – some of which essentially act as a 'wallet' for your coins.

Ask yourself:

- Does the exchange adhere to the most stringent security standards and do they adjust these according to the ones currently in place in banks and other financial institutions?

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- Is it local? Due to regulations, all exchanges require you to verify your account which can be remarkably easier if the exchange is located in your domestic country.

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Staying safe and avoiding common traps

There are times crypto security can still be cryptic, but the main thing to remember is that there's still a number of traps you should look out for. Cybercriminals cannot simply "hack" your crypto wallet and steal your Bitcoins, but rather use means of social engineering to steal your crypto.

That is why it is important to steer clear of dodgy emails, text messages, or any other form of communication regarding any personal information. Protecting all your crypto accounts with a two-factor authentication method will also ensure a more secure home for your crypto.

Do your research before investing, especially if you're new to trading. This requires a bit of market knowledge of the coins you choose to invest in so pay attention to their movements.

Don't put all your eggs in one basket either. Diversifying your investments can ensure a strong crypto portfolio and can prevent mass loss of digital capital if the value of a particular coin were to drop in price.

New investors should also build a trading strategy which will typically derive from the type of trader they want to be, whether that's a long- or short-term strategy, or if they're just out to make a quick profit.

The types of coins you choose should also be in line with your strategy. For example, if you want to buy and hold, choosing a coin that has shown consistently steady growth is a good choice.

Crypto is a great investment opportunity for those who take the time to understand it, identify traps, and align themselves with a trustworthy exchange.
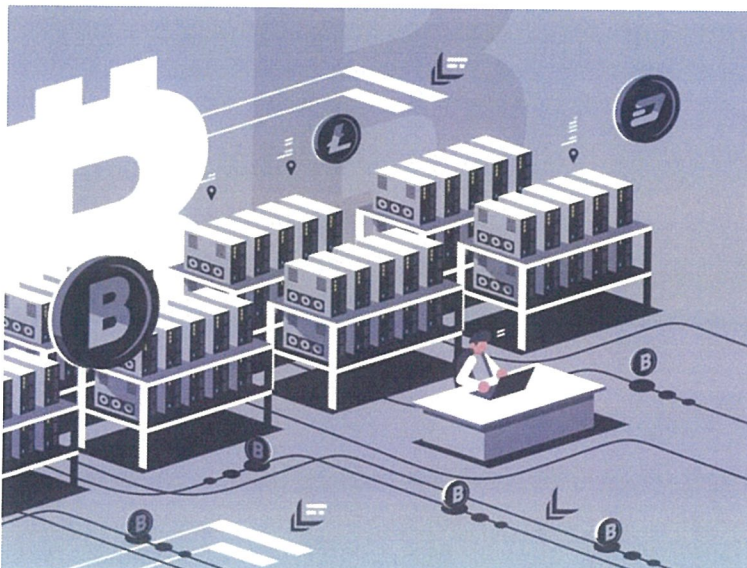
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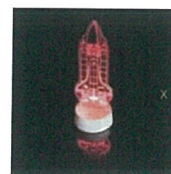
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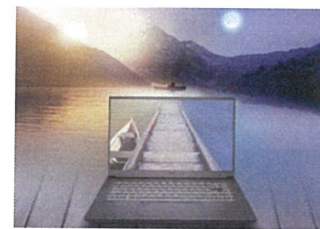
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 Christopher Low
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❝ This small mobile printer is exactly what
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Balance Sheet

Cryptopia Limited
As at 31 March 2019

	31 MAR 2019
Assets	
Bank	
Bitcoin	747,563.39
Dogecoin	24,020.76
Dotcoin	2,432,734.86
Litecoin	281,785.40
NBS - Cheque Account	119,801.57
NBS - Debit Card Account	727.68
NBS - On-Call Savings	134.81
NZDT	9,478.80
USDT	525,255.19
Total Bank	**4,141,502.46**
Current Assets	
Loan - Resolve Support Services Ltd	287,789.00
Prepayments	212,717.97
Withholding tax paid	220.67
Total Current Assets	**500,727.64**
Fixed Assets	
Computer Equipment	1,720,031.19
Gym Equipment	9,363.99
Leasehold Improvements	594,952.62
Less Accum Depn - M/V	(21,758.45)
Less Accumulated Depreciation on Computer Equipment	(539,845.17)
Less Accumulated Depreciation on Gym Equipment	(2,031.61)
Less Accumulated Depreciation on Leasehold Improvements	(56,556.32)
Less Accumulated Depreciation on Office Equipment	(63,006.87)
Motor Vehicle	61,726.09
Office Equipment	463,359.04
Total Fixed Assets	**2,166,234.51**
Total Assets	**6,808,464.61**
Liabilities	
Current Liabilities	
Accounts Payable	3,633,170.77
GST	(1,737,240.22)
Holiday Pay Provision	138,891.94
Income Tax	1,580,989.63
PAYE Payable	99,419.02
Rounding	0.10
Wages Payable - Payroll	(69,168.82)
Total Current Liabilities	**3,646,062.42**

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	31 MAR 2019
Non-current Liabilities	
Drawings - Adam	(2,417,662.40)
Drawings - Intranel	(1,976,984.34)
Drawings - R P Wood	(83,033.34)
Drawings - Rob	(2,203,777.87)
Net Dividend - Adam	2,440,587.19
Net Dividend - Intranel	1,976,984.36
Net Dividend - Rob	2,199,395.11
Net Dividend - Rose-anna	83,033.34
Total Non-current Liabilities	18,542.05
Total Liabilities	3,664,604.47

Net Assets

	3,143,860.14

Equity

Current Year Earnings	(13,714,780.64)
Dividend	(7,200,000.00)
Retained Earnings	24,058,640.78
Total Equity	3,143,860.14

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Litecoin(LTC)

⭐⭐⭐⭐⭐

Currently Rated 5/5

Status:

Currency 57% secured, 43% haircut
processed, Withdrawal and Deposits
offline until new hot wallets are ready

Bitcoin(BTC)

★★★★★

Currently Rated 5/5

Status:

Currency 86% secured, 14% haircut
processed, Withdrawal and Deposits
offline until new hot wallets are ready

Ethereum(ETH)

★☆☆☆☆

Currently Rated 1/5

Status:

Currency 0% secured, 100% haircut
processed, Withdrawal and Deposits
offline until new hot wallets are ready

API FAQ Guide

Rating ★★★★★

> **PLEASE NOTE:** This information is intended for Developers and advanced users. You should never generate a Private API Key unless you intend to use it to manage your account. Read more about Private API Keys below.

What is an API?

An Application Programming Interface (API) is a set of functions, procedures, methods and/or classes that can be used by application programs to request services or data from a server.

Put simply, an API is a technology that allow programmers to make applications that integrate with web services (e.g. Cryptopia).

What does Cryptopia's API let me do?

Cryptopia's API can perform a variety of functions including retrieving market data and current orders, posting trades and checking balances.

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Examples of API applications:

- An app that finds all the current CryptoNight coins on Cryptopia
- An app that returns your current user balances
- An app that monitors the price of any coin or trading pair eg DOT/BTC and places trades automatically based on percentage differences
- An app that notifies you when your deposits are credited, etc.

What is the difference between the Public and Private API?

The Public API is freely available for anyone to access and does not provide any private information. It can be used to get current currency and trade pair data, market status, order books, etc.

The Private API is used to transmit highly sensitive information such as user balances and deposit addresses, set trades, and even withdraw funds to an external address.

For this reason it is very important that you **never share your private API key, and keep it in a safe, place, preferably offline.**

Each private API call should contain API key,

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signature and nonce in the request body.

How can I generate my private API key?

> **PLEASE NOTE:** Your private API key can be used to set trades on your account, bypass your Two Factor Authentication (2FA) and withdraw funds. If you are not actively using it, please do not generate or turn on the private API for your account.

#1. **Log in** to your Cryptopia account.

#2. Once logged in, go to your account **'Security settings'**.

#3. Go to **'API Settings'** under **'Account Security'**.

#4. Tick the **'Enable API'** box.

Api Settings

☑ Enable API
☐ Enable Withdrawal
☐ Allow unsafe withdraw *(Not reccomended)*

Api Key   New Key

Api Secret

Save Changes

#5. Click on the **'New Key'** to generate a private API key.

Api Settings

☑ Enable API
☐ Enable Withdrawal
☐ Allow unsafe withdraw *(Not reccomended)*

Api Key   New Key

Api Secret

Save Changes

#6. Your API Key and API Secret are now generated!

Api Settings

☑ Enable API
☐ Enable Withdrawal
☐ Allow unsafe withdraw *(Not reccomended)*

Api Key   New Key

Api Secret

Save Changes

#7. Click **'Save Changes'** to save your API Key and API Secret.

Api Settings

☑ Enable API
☐ Enable Withdrawal
☐ Allow unsafe withdraw *(Not reccomended)*

Api Key   [⬛⬛⬛⬛⬛⬛⬛⬛⬛]   New Key

Api Secret   [⬛⬛⬛⬛⬛⬛⬛⬛⬛]

Save Changes

Helpful? | Yes | No   83% found this helpful

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