

Relai

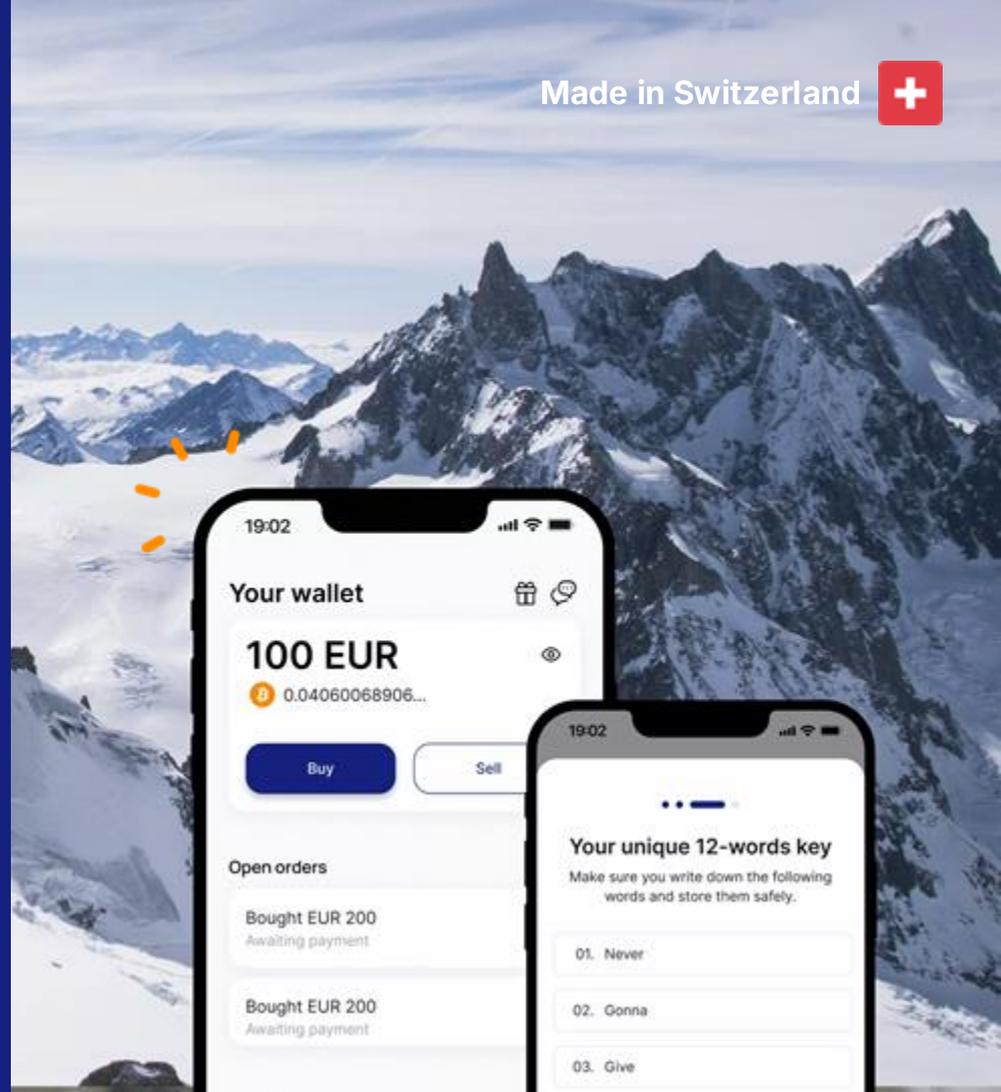


Made in Switzerland



THE NO.1 *BITCOIN* APP IN EUROPE

Pitch Deck  Series A 2024



BITCOIN IS BECOMING MAINSTREAM

In 10 years +200m Europeans are expected to own Bitcoin



Key drivers 2024

- ✓ ETFs
- ✓ Halving
- ✓ Inflation

Source: [security.org](https://www.security.org), [World Population Review](#)



8%

Current adoption rate in Europe, similar to the Internet in 1999

40%

of non-owners are considering buying Bitcoin in the future

35%

of the population in Europe is expected to own Bitcoin in 2034

MARKET SIZE

The Global Bitcoin Market will grow ~10x from \$27bn in 2024 to \$230bn in 2033



Fast Growing Market

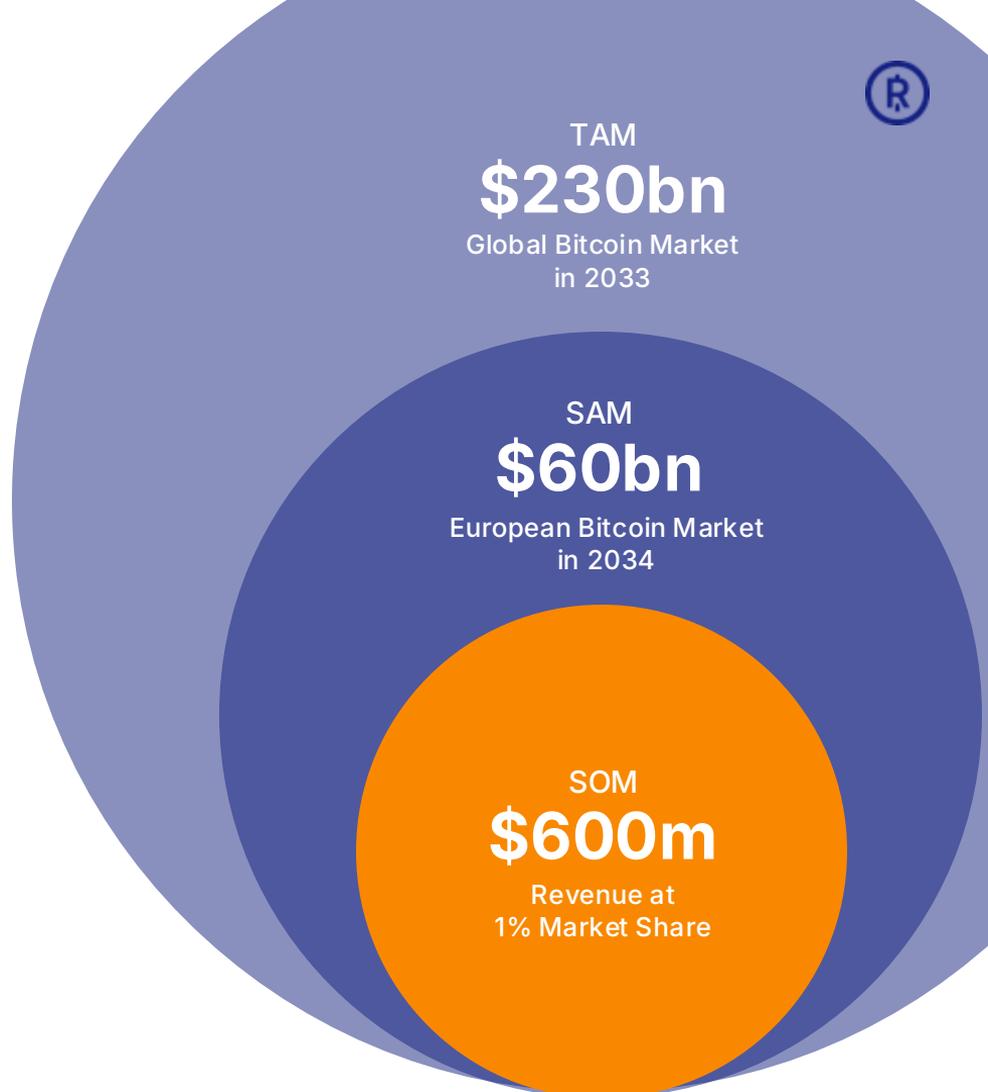
The Bitcoin Brokerage market is growing with a CAGR of 26% from 2024 to 2033



Europe is Key

~25% of the global market is taking place in Europe, top 3 only behind USA and Asia

Source: Market us, Cognitive Market Research, The Research insights.



HERE TO WIN IT

Relai is Europe's #1 Bitcoin App

+120k

Active Users on the App

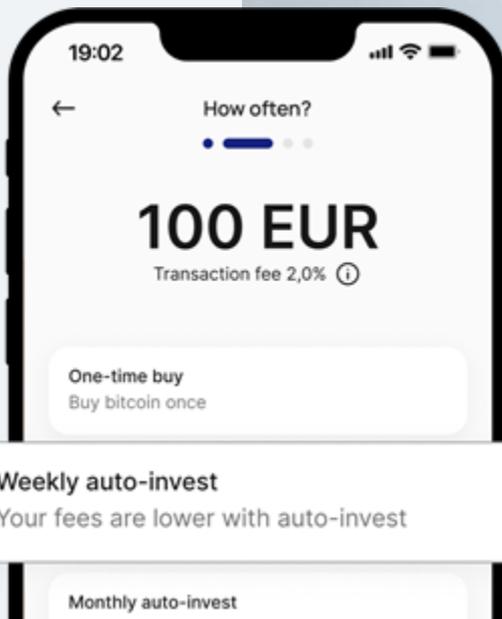
+\$600m

Trading Volume since 2020

4.6 / 5

Rating on App Store Reviews

Source: Internal Data



EXPLOSIVE GROWTH

Relai is growing fast regardless of the Bitcoin price



\$300m

Volume '24 YTD

+60% YoY already by Sep

\$450m

Proj. Volume '24

+140% YoY

\$5.9m

Revenue '24 YTD

+77% YoY already by Sep

\$7.0m

Proj. Revenue '24

+160% YoY



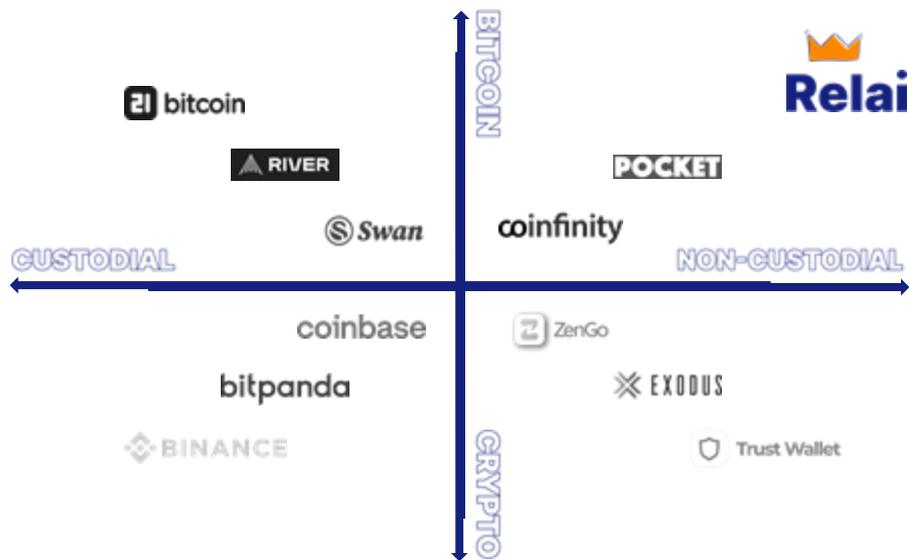
Sifted

Top 10 Fastest Growing Startups in Europe

COMPETITIVE EDGE

Relai is uniquely positioned to outgrow its competitors

Unfair regulatory advantages



Why we are winning

- ✓ **Bitcoin-Only**
Full focus to build a stellar UX, huge brand and community
- ✓ **Self-Custodial**
No counterparty risk, truly decentralized and secure
- ✓ **Swiss-Made**
Proud of our roots and adhering to the associated quality standards
- ✓ **Saving vs. Trading**
Bitcoiners auto-invest in BTC for the long run, resulting in steady flows and growth of income
- ✓ **Less volatile**
We grow when Bitcoin is down, while Exchanges see high churn rates in those market conditions

GEOGRAPHIC EXPANSION

All growth to date has come
without the ability to
directly market in the EU
This changes now!



Source: European Union.



MiCA License

First Bitcoin-only startup
regulated under MiCA as of 2025



Active Advertising in EU

Unlocking active advertising
permission to penetrate EU



European Fiat integrations

Access to EU banks, payment
providers & all Apple App Stores



Massive Growth Potential

+80% of our users already come
from EU countries organically

+60x bigger market, from 8m (CH)
to 450m (EU)

Offering the only all-in-one Bitcoin Mobile App in a self- custodial way

No second app needed



Buying & Selling

24/7 trading and auto-investing with different payment methods incl. SEPA, Credit Card & Apple Pay



Sending & Receiving

On-Chain-, Lightning- & Hardware Wallet in one simple mobile app at our users fingertips



Holding & Tracking

Full control of all your BTC through self-custody and intuitive BTC price & performance tracking



Increasing Volume

OTC transactions have higher Volumes and margins for us. We will build out this customer segment to 30% of total volume.

Building a full investing and wealth management platform All around Bitcoin



-  **Web App for OTC clients**
Easiest and fastest onboarding for HNWIs and Businesses on the market (24-48 hours)
-  **Around the clock Advisory**
A personal account manager is reachable for consulting and support at any time
-  **360° Service Portfolio**
Tax, Inheritance, Accounting, Lending, Investing in Bitcoin Mining and Venture Capital & more



Increasing Volume

OTC transactions bring much more revenues with less effort. HNWI demand more services and are willing to pay for them. We attract them with zero CAC!

An accomplished leadership team that knows how to successfully scale a business



Julian Liniger
CEO | Co-Founder

- **Forbes 30 Under 30**
- Serial Entrepreneur
- Bitcoiner since 2015
- MSc in Business Administration



Adem Bilican
CTO | Co-Founder

- **PhD in Informatics**
- Mobile Blockchain Engineer since 2016
- Founded & led own software agency



Thomas Jeegers
CFO | COO

- **Ex-GSK Head Finance**
- Ex-ING Risk Manager
- INSEAD MBA, CFA, FRM
- Springer-published Bitcoin Author



Imo Bábits
CMO | CGO

- **Ex-Bitpanda CMO**
- Ex-Universal Pictures
- CMO Relai since 2021
- 15 years experience in B2C Marketing

30 FTEs with experience from



THE GLOVES ARE OFF



Raising a \$12m Series A to win Europe & Beyond

Conquer Europe

The MiCA licence will allow us to aggressively capture share in key markets.

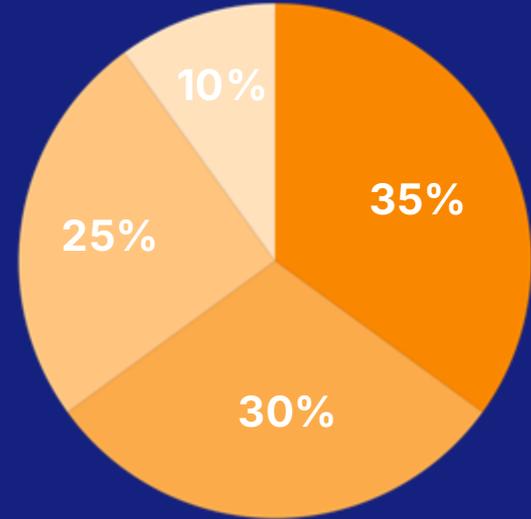
Win the HNW segment

Complement our OTC product to become the #1 choice for HNW bitcoin investors.

Improve Product to Grow Revenue

On-Chain-, Lightning- & Hardware Wallet, Performance Tracking, 0% investing + more!

USE OF FUNDS



● Growth ● Product ● Licensing ● Buffer

5 VCs backing us:

redalpine +

ego death
capital

FULGUR
VENTURES

Timechain®

cabrit
CAPITAL

Relai



LET'S TALK!



Julian Liniger
CEO & Co-Founder
julian@relai.app

