



A Macro View of the The Digital Asset Ecosystem

SINEGY DAX SDN. BHD^(1424796-U)



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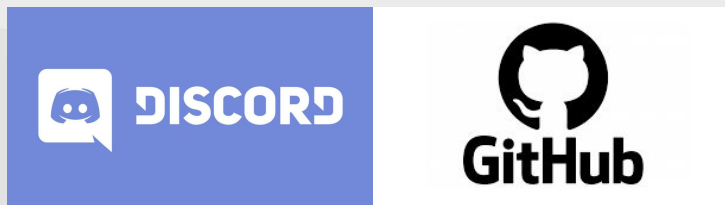
What is Crypto?

- Magic internet money (it all began with Bitcoin...)
- Blockchain based value transfer
- Digitising real world markets & assets
- New payment rails and financial infrastructure of the future
- A worldwide community (GenX, Millennial & Gen Z)
- Where finance meets gaming, art and AI



Crypto is Community

Gamers & Developers



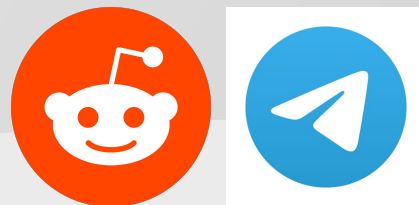
Project community & support, Code

Influencers



Market news, opinion, memes

Traders



OTC Dealing

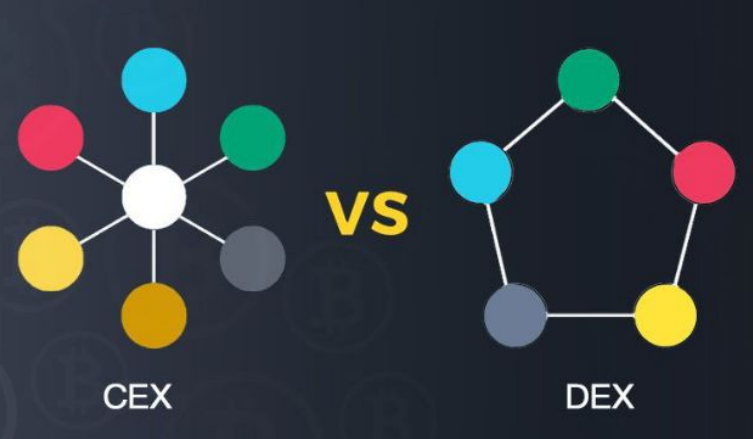
CEFI vs DEFI

Centralised Finance (CEFI)

- Regulated (Coinbase) & unregulated (Binance)
- Central Limit Order Book
- High liquidity
- Withdrawal limits
- Offchain - virtual accounts
- Less variety

Decentralised Finance (DEFI)

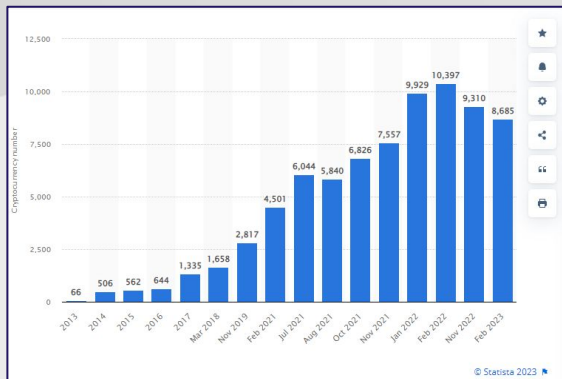
- Unregulated, Anonymous
- Onchain
- 3 types of DEX:
 - AMM (E.g. Uniswap)
 - Order Book (Gridex)
 - Aggregator (1Inch)
- Low liquidity (Slippage)
- More variety



CEX	DEX
Centralized governance	Not controlled by centralized entities; rely on smart contracts to connect users and liquidity providers
Higher liquidity as early mover CEXes have the lion share of global crypto trading	Lower liquidity as DEXes are relative newcomers to the crypto trading space
Heavy regulatory scrutiny	Still largely unregulated sector that is far more lenient when it comes to AML&KYC
Traders are required to disclose personal information due to AML&KYC compliance	Traders can remain anonymous as no personal details are requested
Custodial - assets are controlled by the centralized exchange	Non-custodial - users maintain full control over their assets
Exposed to hacking vulnerabilities	Considered more secure due to their reliance on smart contracts
Higher transaction fees	Lower transaction fees
Easy to use interfaces and more beginner friendly	More complex to understand and not as user-friendly
A variety of trading options	More limited, but allowing for novel options such as liquidity mining
Coinbase, Binance, Kraken	Uniswap, Sushiswap, Curve Finance

Hot Trends

- AI & AR
- Web3.0
- GameFi
- MemeCoins
- Scaling (layer 2s)



CoinGecko
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New Coins
Gainers & Losers
Categories
Metaverse
NFT
Gaming (GameFi)

Cryptocurrency Prices by Market Cap Show Stats

The global cryptocurrency market cap today is \$1.19 Trillion, a 0.2% change in the last 24 hours. [Read More](#)

Show Fully Diluted Valuation

#	Coin	Price	1h	24h	7d	24h Volume	Mkt Cap	Last 7 Days
☆ 1	Bitcoin BTC	\$27,688.78	-0.0%	0.2%	-3.4%	\$14,409,760,018	\$536,299,992,636	
☆ 2	Ethereum ETH	\$1,843.38	-0.1%	-0.0%	-1.5%	\$6,809,379,399	\$221,746,575,208	
☆ 3	Tether USDT	\$1.00	-0.0%	-0.1%	-0.1%	\$16,614,603,868	\$82,481,915,564	
☆ 4	BNB BNB	\$312.93	-0.1%	-0.4%	-2.9%	\$522,497,048	\$49,364,390,509	
☆ 5	USD Coin USDC	\$1.00	-0.1%	0.1%	0.1%	\$3,730,286,201	\$30,138,146,557	
☆ 6	XRP XRP	\$0.429258	-0.9%	1.0%	-7.7%	\$1,003,011,718	\$22,242,892,541	
☆ 7	Cardano ADA	\$0.365154	0.1%	-0.1%	-6.7%	\$230,552,363	\$12,796,821,796	
☆ 8	Lido Staked Ether STETH	\$1,841.42	-0.0%	-0.1%	-1.5%	\$37,495,904	\$11,828,447,368	

What are NFTs?

Non Fungible Tokens









Is a digital asset that represents ownership of a unique item or piece of content such as art, music, videos, tweets, or real world items.

Assets:

- Profile Pictures (PFPs)
- Land in the *metaverse* (digital real estate)
- Collectibles: [Art](#), music, Tweets, Trump Cards
- Real world Items: e.g. Concert tickets

Marketplaces:

- [Opensea.io](#)
- [Blur.io](#)
- [Rarible.com](#)
- [Foundation.app](#)
- Aggregator: [NFT Price floor](#)

NFT PRICE FLOOR									
Discover, track and trade all the NFT markets in one place									
Explore Brands Categories Creators Blockchains									
<div>☆ ▼ 24h 🔍 \$</div>									
#	collectible	price floor	24h %	volume (24h)	sales (24h)	owners	listed/supply ratio	market cap	
1	 CryptoPunks	48.00	-4.95%	2,057.5	40	39.22%	1101 / 10,000 (11.01%)	480,000	
2	 Bored Ape Yacht Club	44.21	-3.89%	1,338.8	30	55.98%	348 / 10,000 (3.48%)	442,100	
3	 Mutant Ape Yacht Club	9,949.7	-3.2%	1,651.7	159	57.24%	830 / 19,425 (4.27%)	193,273	
4	 Azuki	13.79	-5.03%	4,063.9	290	46.71%	661 / 10,000 (6.61%)	137,900	
5	 Otherdeed for Otherside	1,023.5	-7.8%	155.28	136	-	1881 / 100,000 (1.88%)	102,345	
6	 DeGods	8.74	1.39%	647.72	71	17.02%	314 / 10,000 (3.14%)	87,400	
7	 Chromie Squiggle by Snowfro	8.869	0%	45.12	5	29.4%	193 / 9,734 (1.98%)	86,331	
8	 The Sandbox	0.508	9.89%	41.210	47	-	403 / 166,312 (0.24%)	84,486	

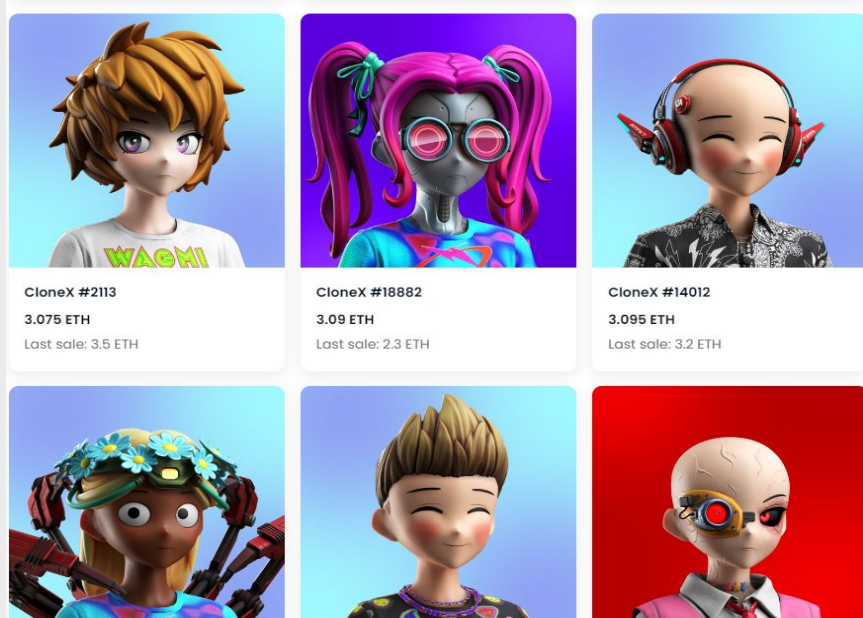
Protocols:

- Ethereum (ERC721 & ERC1155),
- Solana, ADA, Tezos, BNB,
- Bitcoin ([Ordinals](#), [Inscriptions](#), [Stamps](#) etc.)

CRYPTOPUNKS By Larva Labs (Floor: 50 ETH)



Clone X - X Takashi Marukami By RTFK (Floor: 3 ETH)



Bored Ape Yacht Club By Yuga Labs (Floor: 44 ETH) **AZUKI** By Chiru Labs (Floor 13 ETH)



Mfers By Sartoshi



Metaverse

Metaverse real estate is estimated to be a trillion dollar per year business by JP Morgan

Metaverses:

- Decentraland ([\\$MANA](#))
- Oncyber - [video](#)
- [Hyperfy](#)

Pick Axe & Shovel plays:

- Epic Games (\$700HK)
- [Industrial metaverse](#) (Omniverse by \$NVDA)
- Unity ([\\$U](#)), [\\$GOOG](#), \$Roblox, \$Meta

Open Source:

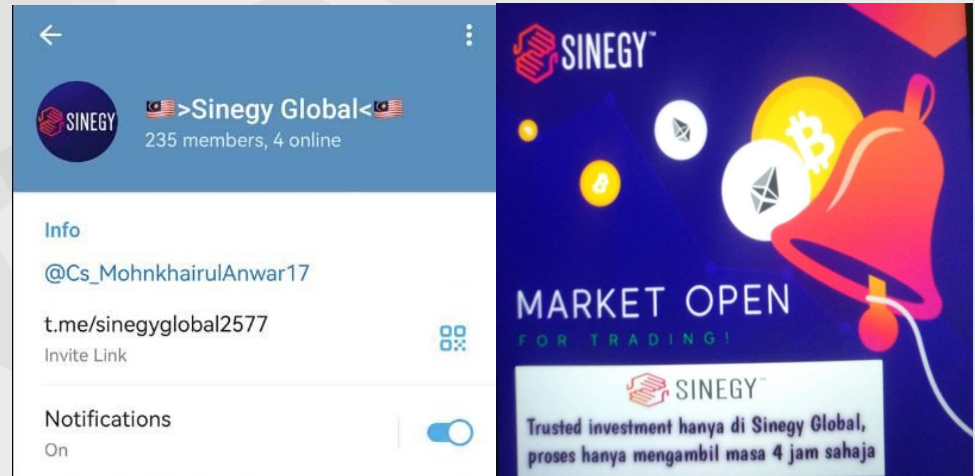
- [Blender](#) (open source 3D creation software)
- CesiumJS

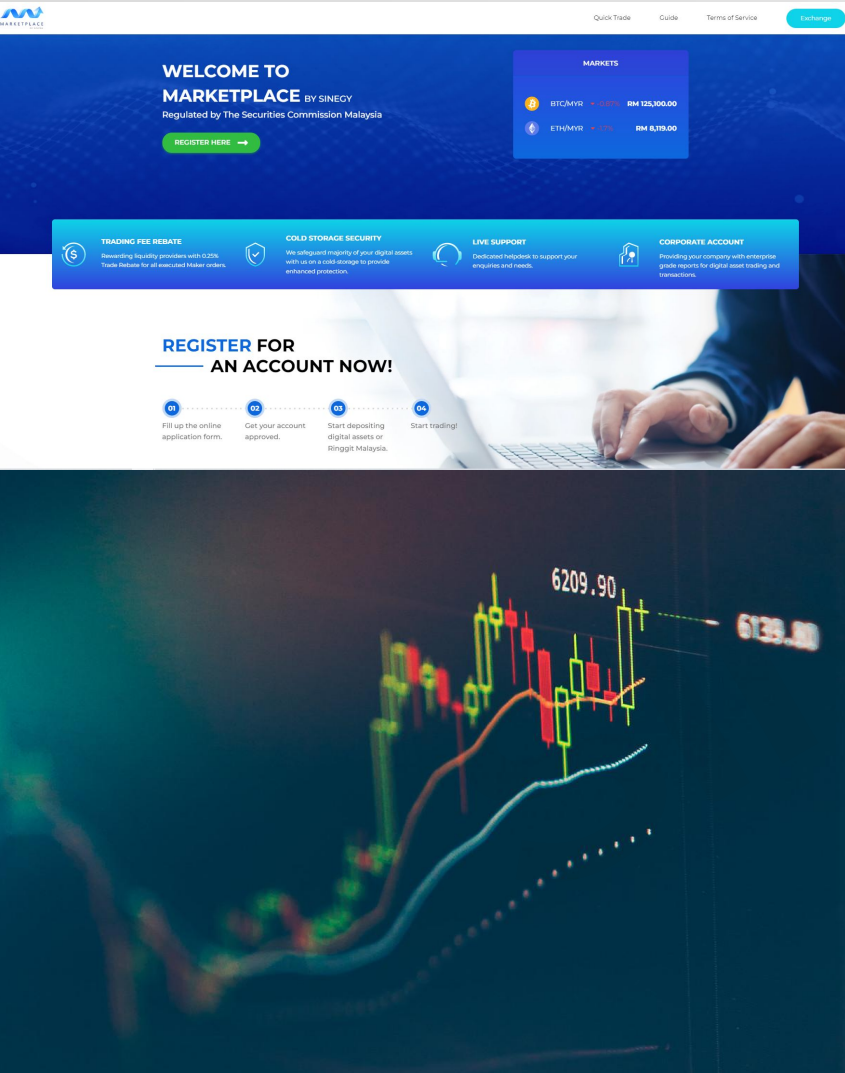


What are the Risks?

Just like any traditional investment, crypto has many risks...

- Trading risks - Prices are notoriously volatile
- Cyber security - exchanges are prime targets for hackers
- Uses are at risk of social engineering
- AML/CTF risks
- Scams





A simple way to get started **today...**

Step 1

Go to marketplace.sinegy.com and sign up for an account today with your email address

Step 2

Complete our eKYC process, submitting your IC and proof of address to verify your identity

Step 3

Fund your account instantly with Duit now QR deposit feature and buy some Bitcoin or Ethereum

Is trading Bitcoin Shariah Compliant - [Yes](#)

Thank You!

Thank to MFPC for hosting this conference and to all attendees for listening so intently and participating in this presentation.

Please reach out to me directly if you would like a copy of these slides or want to ask any burning crypto-related questions you might have - I would love to help.

My contact details: <https://griffy.me/profile/johnsinegy>






APPENDICES

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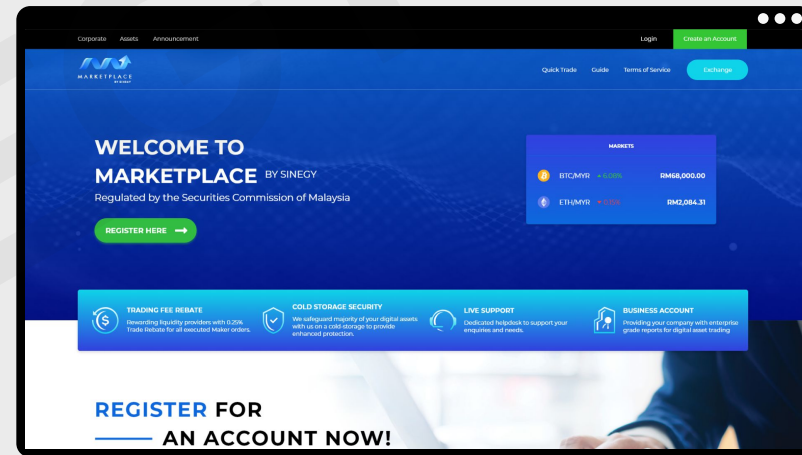
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About Us

We are a Malaysian FinTech company that specializes in digital asset.

SINEGY Marketplace is our first homegrown digital asset trading platform, licensed and regulated by the Securities Commission of Malaysia since 2020.

Our trading technology is powered by API connectivity & proprietary trading algorithms, for Bitcoin & Ethereum.



Growing TEAM



- Management
- Operation
- Developer
- Compliance
- Business Development & Admin
- Design
- Customer Support
- Marketing
- Account



Kelvyn Chuah

Managing Director / Founder

✉ kelvyn@sinegy.com

Career Highlights

A firm believer that blockchain will power capital markets 2.0, Kelvyn began his stint on Wall Street at age 20 and became one of the youngest Malaysian traders ever to obtain a Series 7 qualification.

Working as a market maker and arbitrage trader for several foreign equity trading desks, he is passionate in advocating the trading strategies from traditional capital markets in the nascent world of digital assets.

TECHNOLOGY
UNIT

MARKETING
UNIT

CUSTOMER
SUPPORT
UNIT

BUSINESS
PROCESS
UNIT

COMPLIANCE
UNIT

Why SINEGY



- **Reputation**

Local, homegrown and regulated



- **Knowledge**

RMO-DAX operators approved to run educational programs



- **Expertise**

Experienced industry participant

Familiarity with the exchange business model

Strong relationship with regulators

Deep understanding of compliance requirements



- **Synergies**

Fiat onramp

Overlapping user base

Incentivize with trading rebates

Emphasis on education

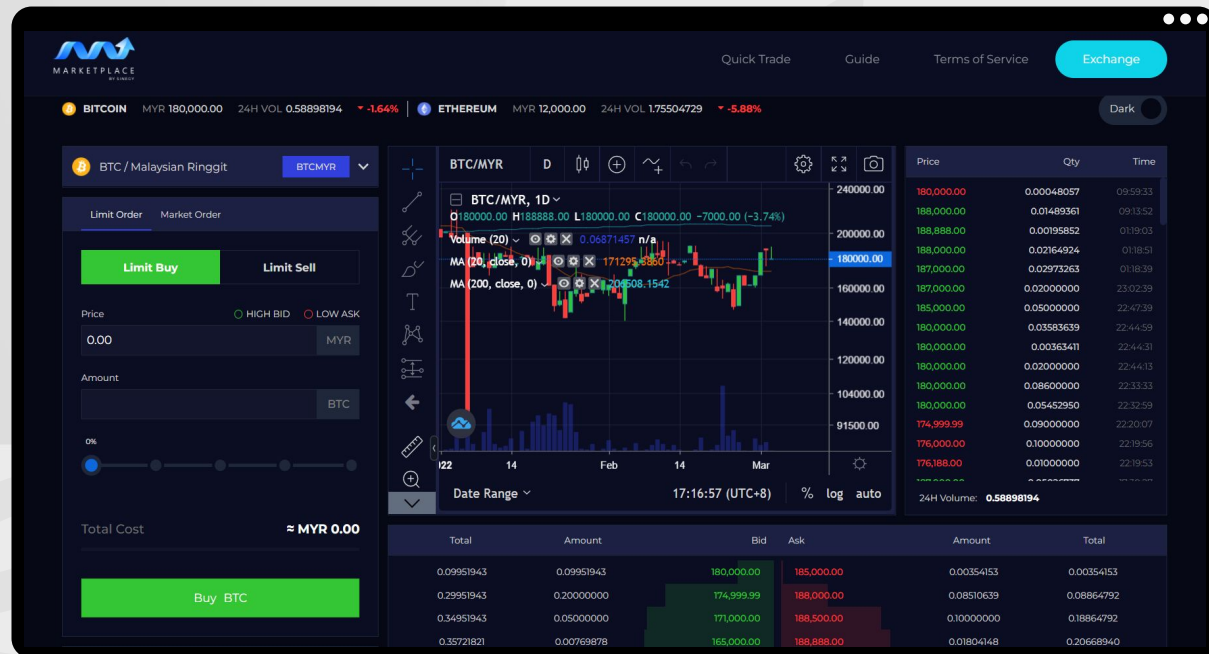


- **Captive market**

Regulatory barriers to new entrants

Defined competition - 1 market leader, 3 challengers

SINEGY MARKETPLACE



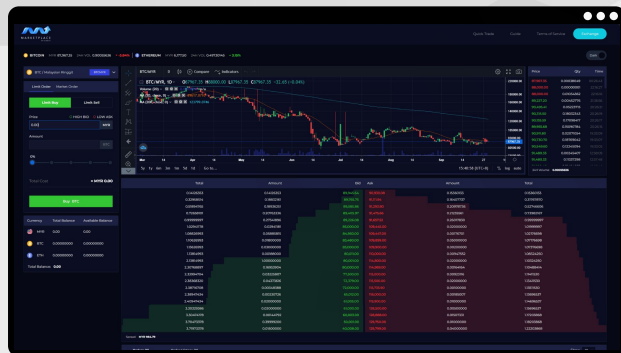
Sinegy Products

1. SINEGY Marketplace

- Exchange **Bitcoin** and **Ethereum** for Ringgit Malaysia

Features:

- *Spot Trading*
- *API Connectivity*
- *Instant Buy/Sell*

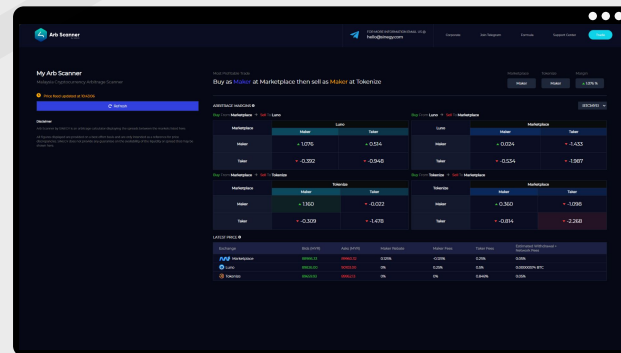


2. Arb Scanner

- Tool that allows traders to easily view available arbitrage opportunities across Malaysian DAX

Features:

- *Real-time arbitrage profits*
- *Arbitrage trade routes*



Compliance RegTech



BITGO
*Digital Asset
Custodian*



NOTABENE
Travel Rule



Chainalysis
Blockchain Analytics



ONFIDO
*Identity
Verification*

Comply
Advantage

ComplyAdvantage
Name Screening

GATEKEEPER

Gatekeeper
Market Surveillance



SOLIDUS LABS
Transaction Monitoring