

Bakkt[®] Crypto Connect

Offer your customers access to buying, selling, and holding bitcoin and ether on a secure and regulated platform.

What's your crypto strategy?



48%

of U.S. consumers¹ said they recently purchased cryptocurrency



32%

of U.S. consumers that hadn't bought crypto² said they are interested to do so



37%

of U.S. consumers aged 18-44 that hadn't bought crypto² said they are interested to do so



81%

crypto-aware and curious consumers globally were interested in buying crypto through their bank³

Enable Your Crypto Strategy with Bakkt[®] Crypto Connect

Built for Growth

- Increase engagement, retention, and acquisition
- Start with crypto connect and expand
- Demonstrate brand innovation

Delight Your Customers

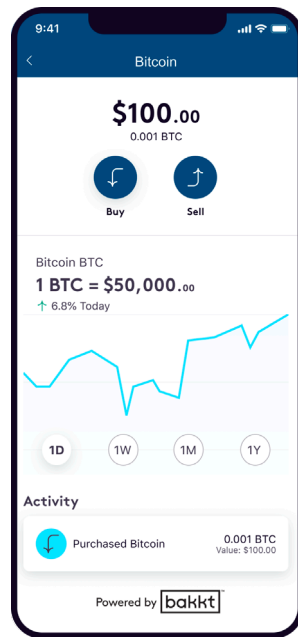
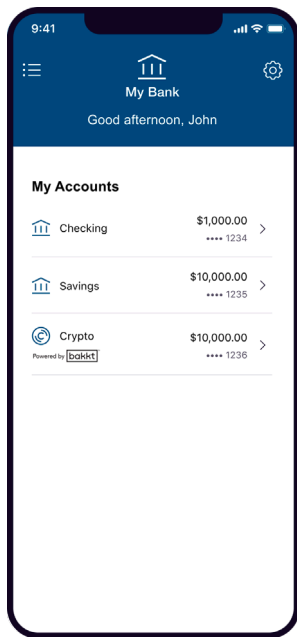
- Leverage Bakkt's educational materials
- Provide cost-effective access to crypto through your trusted brand

Speed to Market

- Easily integrate crypto into your experience
- Get insights to inform your strategy - sooner
- API-delivered or embedded web experience

Backed by Bakkt

- Institutional grade security
- Fully regulated solution
- Customer support to match your working hours
- Tax reporting for crypto transactions



We offer a configurable spread and transaction fees.

Bakkt® Crypto Connect helps you connect your customers to crypto, easily enabling trading **bitcoin** and **ether**, the two largest cryptocurrencies by market capitalization.⁴

It's fast and easy to connect your customers to crypto.

Leverage Bakkt® crypto connect through an API or embedded web experience for faster speed to market.

Let's Get Started

Contact us today at cryptoservices@bakkt.com to learn more about getting started with Bakkt® Crypto Services.

Our vision is to connect the digital economy. We power commerce by enabling consumers, businesses and institutions to unlock value from digital assets.

Bakkt Marketplace, LLC is registered as a Money Services Business and is licensed to conduct its business throughout the U.S.*
Bakkt holds a Bitlicense through the New York Department of Financial Services.

*Bakkt is not licensed and does not operate in Hawaii

¹ Consumers that purchased crypto within the prior 6 months, per Bakkt's Survey of 2,000 Americans, September 2021

² Consumers that had *not* purchased crypto within the prior 6 months, per Bakkt's Survey of 2,000 Americans, September, 2021

³ Crypto-aware, curious segment has not purchased crypto and is interested to do so.
Visa, The Crypto Phenomenon: Consumer Attitudes & Usage, 2021

⁴ Coin Rivit, Top 10 Cryptocurrencies by Market Capitalization. Accessed March 2022

