

Bullish Press Kit



About Bullish.

Focused on developing financial services for the digital assets sector, that make earning, investing and transacting more accessible and rewarding. As mainstream institutions and retail audiences increasingly embrace digital currencies, Bullish is developing the next-generation of infrastructure required to better suit their needs.

Supported by the group's treasury, Bullish's new breed of exchange combines deep liquidity, automated market making and industry-leading security to increase the accessibility of digital assets for traders. Bullish exchange is operated by Bullish (GI) Limited and is regulated by the Gibraltar Financial Services Commission (DLT license: FSC1038FSA).



Biographies.



Brendan Blumer

Chairman of Bullish

- Visionary founder with track record of exceptional shareholder returns
- Led the successful creation of a new blockchain software that has led to many successful blockchain implementations including the EOS blockchain
- Experience in building organizations specializing in gaming, digital assets and collaborative data-sharing ecosystems



Thomas W. Farley

Incoming Chief Executive Officer of Bullish¹

- Former President of NYSE
- World-class exchange leader for 15 years
- Heavily involved in several initiatives at ICE that contributed to outsized share price performance, outperforming exchange peers by 3.1x and the S&P 500 by 4.6x²
- Led five different regulated exchanges, one clearing organization and one broker-dealer
- Implemented many major strategic initiatives including large strategic M&A (NYSE, IDC) and internal projects (NYSE trading technology reboot, etc.)
- Invested US\$10m in Coinbase on behalf of the NYSE in 2013 and as President NYSE Group where he increased tech listings market share and built new trading technology from scratch for the largest exchange in the world

1. To be appointed CEO of Bullish after closing of proposed business combination with Far Peak Acquisition Corporation.
2. Market data from May 2006 to May 2018. Exchange peers include CME Group, NASDAQ Group, Deutsche Borse and LSE.

[Download headshots.](#)



Leadership.



Brendan Blumer
Chairman of Bullish



Thomas Farley
Incoming
Chief Executive Officer



Max Nam-Storm
Chief Technology Officer



Aaron Liebling
Chief Operating Officer



James Mendes
Chief People Officer



Michael Lau
Senior Vice President,
Global Head of Sales



Mission and Vision.

Mission

To **build** technology and tools that make earning, investing and transacting **more rewarding**.

Vision

A world where **everyone** is empowered to **create a better financial future**.

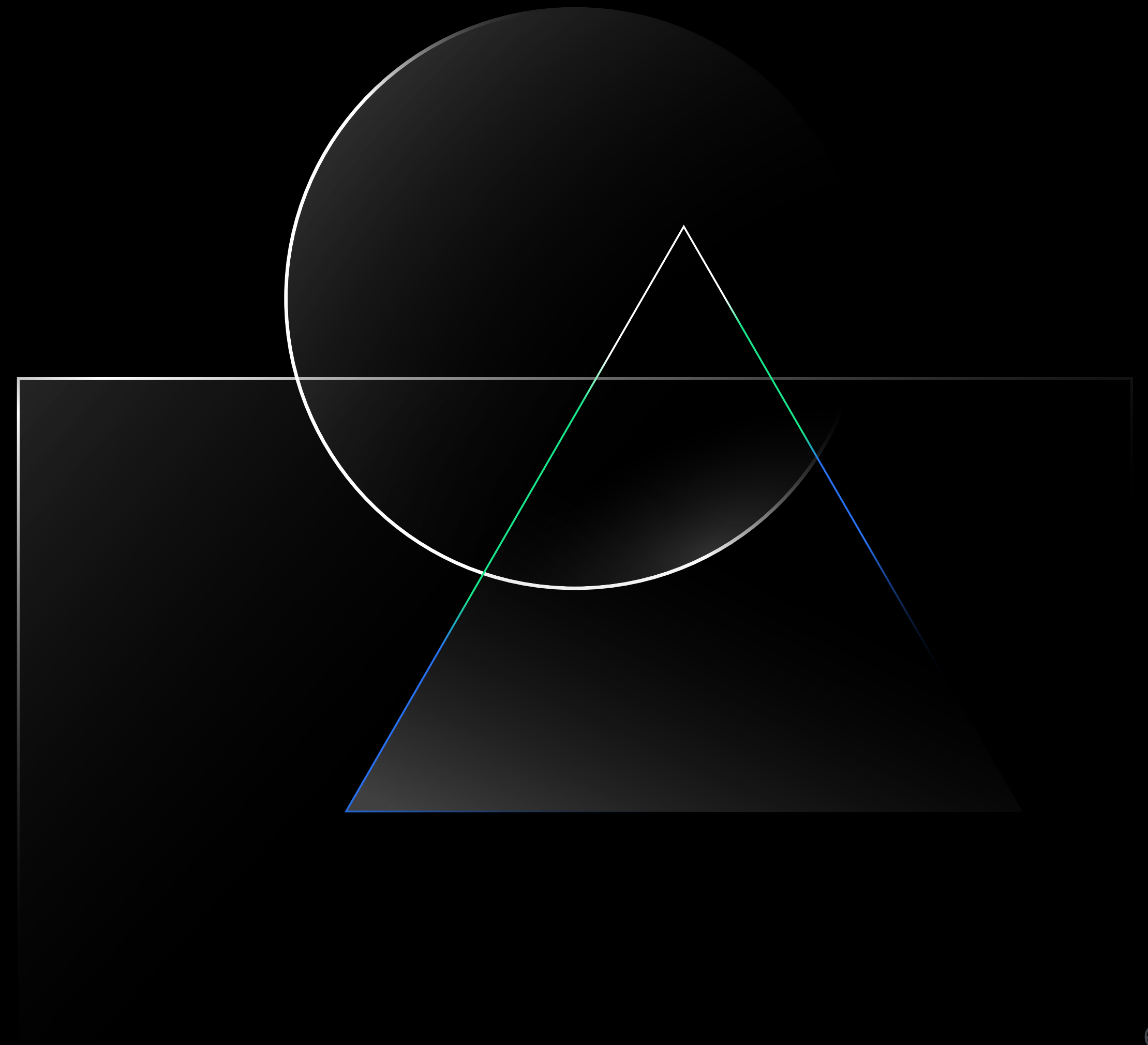


It's time to **evolve.**

The crypto liquidity market is lucrative but inefficient, and primarily consists of exchanges that prosper at the expense of asset holders.

Crypto holders who provide liquidity and the network effects that exchanges rely on typically reap none of the rewards.

Excessive volatility and liquidity fragmentation also expose traders to hidden slippage costs.





Bullish. New breed of exchange.

Bullish is a powerful new exchange for digital assets that offers deep liquidity, automated market making, and industry-leading security.

Now live.



Bullish.

Exceptional liquidity.

Our proprietary Hybrid Order Book combines automated market making (AMM) with a traditional central limit order book to provide new solutions for traders. Bullish empowers traders with deep and predictable liquidity across highly variable market conditions.

Earn more.

Bullish Liquidity Pools are optimized to earn passive yield at scale, generated from both AMM trading fees and safe margin lending interest.

Built for institutions.

Backed by multi billion-dollar liquidity contributions from the Bullish Treasury, Bullish uses a high level of security for its digital assets, with state-of-the-art, multi-signature custody defense.

Secure. Regulated. Verifiable.

Bullish is a regulated exchange, integrating strong cryptographic safeguards and security, and built on the EOSIO blockchain. Bullish uses WebAuthn, a multi-factor authentication protocol for secure onboarding, account access and verifications for key transactions with password-free authentication.



Better than both.

Bullish combines the best of central limit order books (CLOBs) and DeFi exchanges.

Traditional Crypto Exchanges

- + High performance CLOB
- + Low transaction fees
- + Maintains user and trading method privacy
- Rely on external market makers to provide liquidity in the book
- Misaligned incentives between users and company resulting in less liquidity
- Probabilistic liquidation algorithms

Bullish

- + Proprietary Hybrid Order Book combines liquidity pool capability with a CLOB
- + Predictable liquidity and lending with predictable pricing and depth across market conditions
- + Low transaction fees
- + High performance and transaction throughput
- + Maintains user and trading method privacy

Decentralized Finance Exchanges

- + Liquidity pools align interests and attract deep and predictable liquidity
- + Predictable liquidity and lending with predictable pricing and depth across market conditions
- Lack of compliance processes
- Lack of scalability
- High transaction costs
- Lack of support for high frequency trading



Earn at scale.



Automated market making

The Bullish Liquidity Pools offer depositor yield for asset holders by algorithmically pricing assets and maintaining a balanced ratio.



Safe margin lending

Built-in margin lending algorithms offer additional yield on assets contributed to a liquidity pool. Margin positions are collateralized to provide a safer way to lend.

50:50 BTC/USD Basket

Bullish Liquidity Pools



Illustrative backtesting

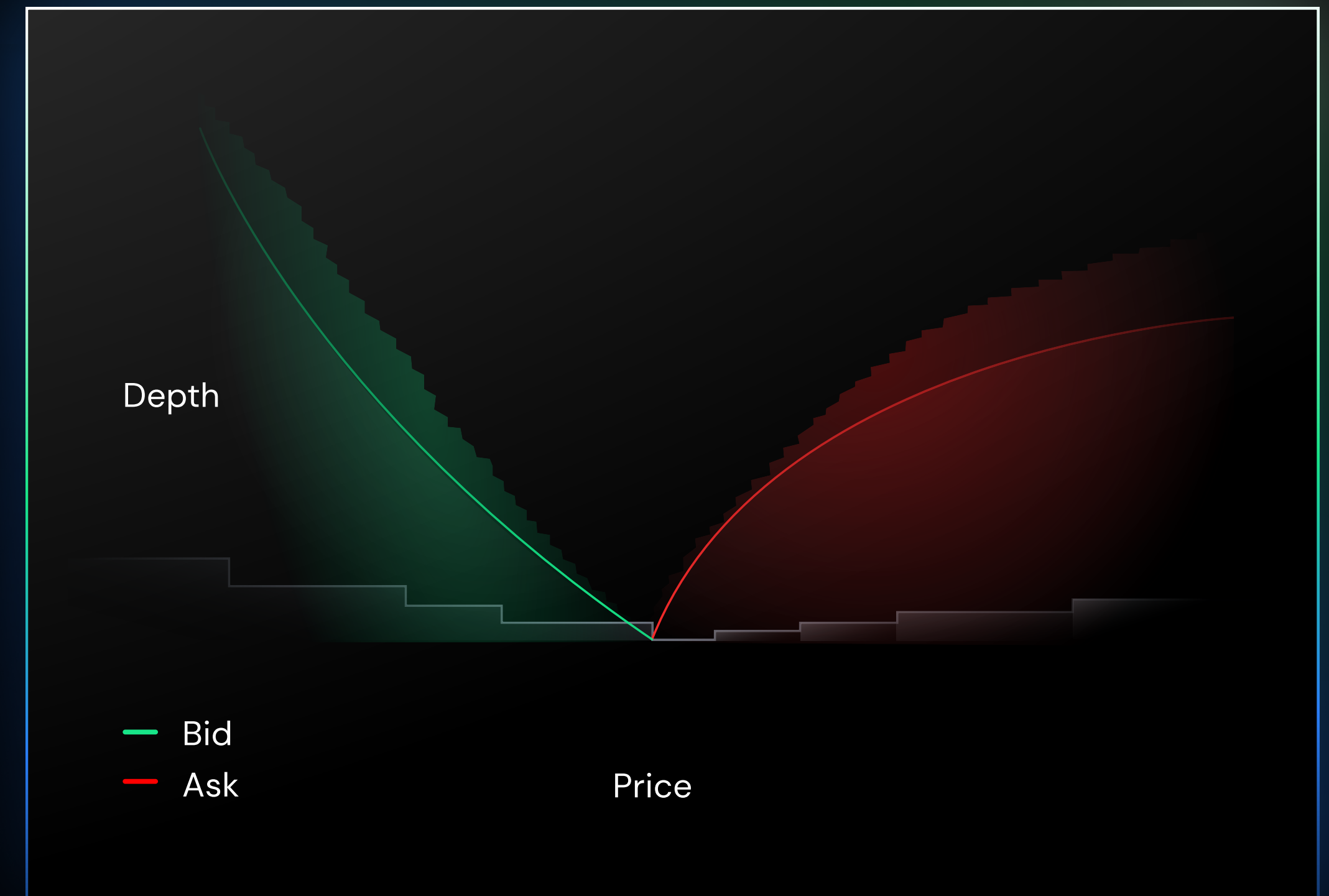


Trade at scale.



Innovative Hybrid Order Book

Bullish's Hybrid Order Book takes advantage of deep liquidity, powered by the Bullish Liquidity Pools, combined with traditional limit orders. Our proprietary trading algorithm, rooted in DeFi, provides deep, constant liquidity for variable market scenarios. Unlike purely centralized exchanges, which don't have automated market making (AMM) integrated into their order book, Bullish gives the deep liquidity of AMM, ensuring fast transaction and the right place.





Trade at scale.



Deep, Predictable Liquidity

The Bullish Liquidity Pools mathematically produce predictable order book depth across highly variable market conditions, so liquidity is available when you need it most.



Safe Margin Trading

Margin lending algorithms built into the platform add additional yield on assets contributed to a liquidity pool. By deterministically collateralizing margin positions, Bullish provides a safe margin environment.



Zero Taker Fees

Bullish offers zero taker fees for non-stablecoin pairs.



Secure. Regulated. Verifiable.

Built on blockchain

Trade Engine transactions and states are cryptographically validated by our internal EOSIO-built blockchain, and cross-hashed to the EOS Public Blockchain to facilitate externally verifiable state integrity.

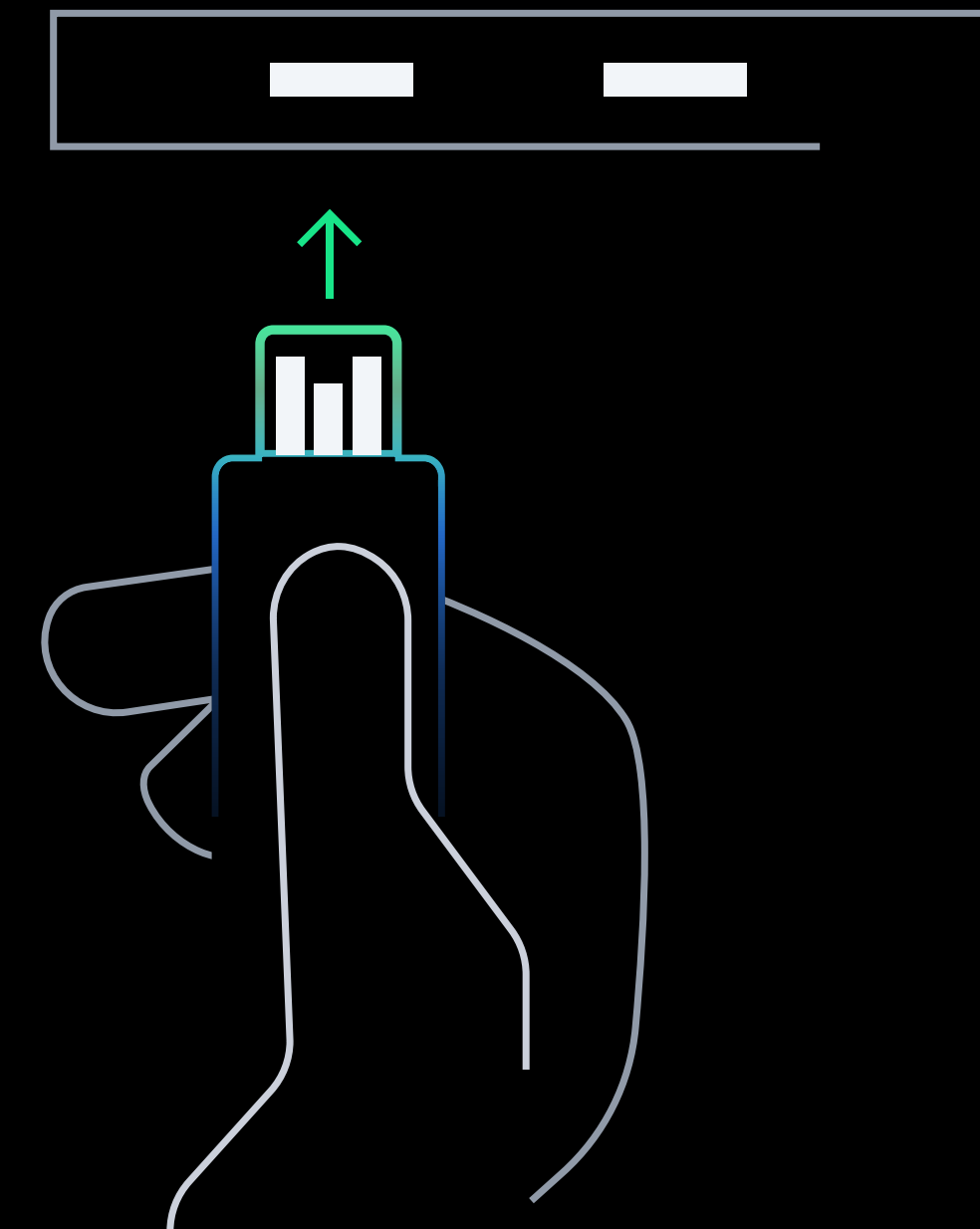


Secure. Regulated. Verifiable.

WebAuthn security

Bullish makes security a top priority. We increase account security using a password-free and multi-factor authentication process via a best-in-class web technology, WebAuthn. WebAuthn is an authentication API created by the World Wide Web Consortium (W3C) and Fast ID Online (FIDO) Alliance. WebAuthn gives greater security by requiring the use of either a physical security key (such as YubiKey) or an accepted built-in fingerprint reader or facial recognition software.

Bullish adds 2FA (two-factor authentication) on top of WebAuthn to deliver multi-factor authentication.

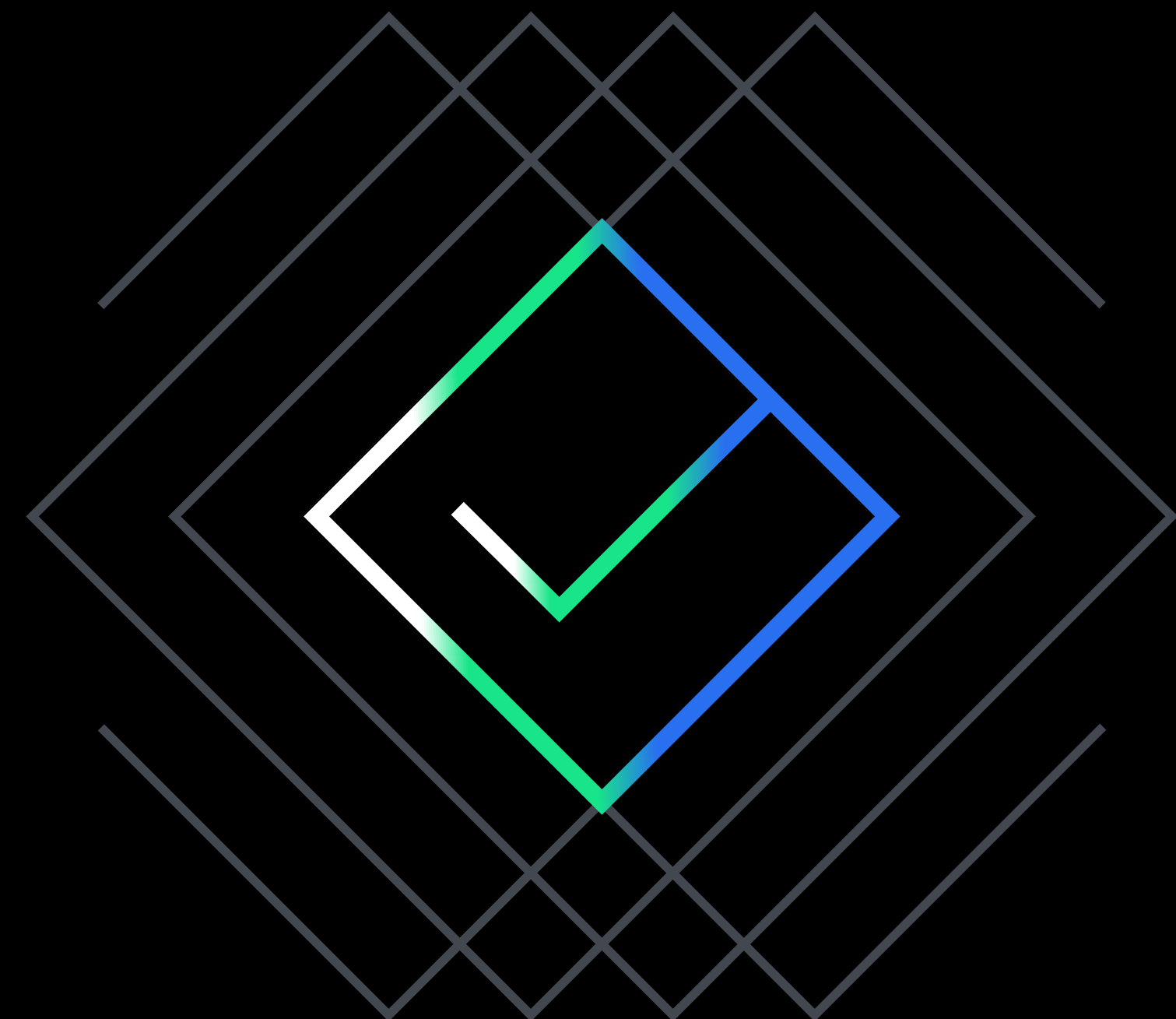




Secure. Regulated. Verifiable.

Bullish is licensed by the Gibraltar Financial Services Commission (GFSC) as a distributed ledger technology provider.

GFSC applies international regulatory standards and supervisory best-practices for Bullish's customers.



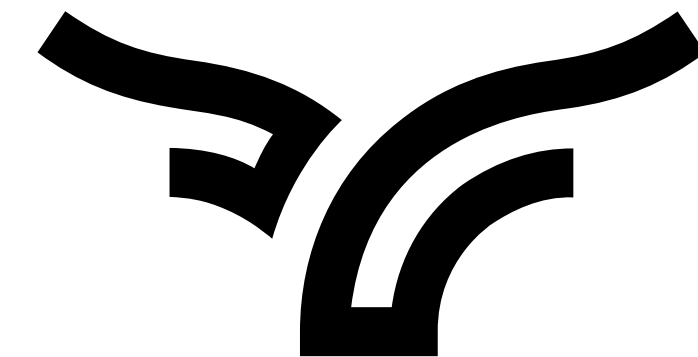


Brand **assets.**



 Bullish

 Bullish



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