About Bullish.

Focused on developing products and services for the digital assets sector, Bullish has rewired the traditional exchange to benefit asset holders, enable traders and increase market integrity. Supported by the group’s treasury, Bullish’s new breed of exchange combines deep liquidity, automated market making and industry-leading security and compliance to increase the accessibility of digital assets for investors. Bullish exchange is operated by Bullish (GI) Limited and is expected to be fully regulated in Gibraltar.
Biographies.

Brendan Blumer

Co-founder and CEO of Block.one
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
- Based in Asia Pacific for 15+ years with experience building organizations specializing in gaming, digital assets and collaborative data-sharing ecosystems

Thomas W. Farley

Incoming Chief Executive Officer

- 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 4.6x
- 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.

Board of Directors

- Brendan Blumer
  Co-Founder and CEO of Block.one
  Chairman of Bullish
- Kokuei Yuan
  Executive Chairman of Block.one
- Andrew Bliss
  Chief Strategy Officer of Block.one

Bullish Executive Team

- Thomas Farley
  Incoming Chief Executive Officer
- Aaron Liebling
  Chief Operating Officer
- James Mendes
  Chief People Officer
- Max Nam-Storm
  Chief Technology Officer
- Alex Erasmus
  Chief Legal Officer
- Abby Blumer
  Chief Communications Officer
- Ian Smith
  Chief Product Officer
- Steve Ellis
  Chief Financial Officer
- Eddie Schwartz
  Chief Information Security Officer, IT & Infrastructure

Advisory Board

- Peter Thiel
  Senior Advisor
- Alan Howard
  Senior Advisor
- Richard Li
  Senior Advisor
- Christian Angermayer
  Senior Advisor

Note: Support function resources are allocated resources and over time will transition responsibilities to Bullish executives.
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.

Asset holders are further harmed by these market inefficiencies in the form of suppressed asset appreciation stemming from excessive exchange revenues that get converted into fiat.

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

New breed of exchange.

The Bullish exchange will offer a revolutionary combination of deep liquidity, automated market making, and industry-leading security and compliance.
Our proprietary Hybrid Order Book will bring our deep liquidity pools together with traditional limit orders, all in one place. Designed to offer deep and predictable liquidity, Bullish will empower traders with greater certainty across highly variable market conditions.

Bullish Liquidity Pools will manage auto-rebalancing portfolios optimized to earn yield, generated from automated market making, third-party spot trading, and safe margin lending that continuously redeploy.

Bullish is expected to be a fully regulated exchange, integrating the best in cryptographic safeguards and compliance standards, while adding WebAuthn protocols. Transactions and states are validated and stored on EOSIO-based blockchains, enabling auditability and upholding integrity.

Deep liquidity.
Earn at scale.
Better than both.

Bullish will combine the best of central limit order books and DeFi exchanges.

Traditional Crypto Exchanges
- High performance Central Limit Order Book (CLOB)
- Low transaction fees
- Maintains user and trading method privacy
- Robust compliance
  - Rely on external market makers to provide liquidity in the book
  - Misaligned incentives between users and company resulting in less liquidity
  - Probabilistic liquidation algorithms

Decentralized Finance Exchanges
- Liquidity pools align interests and attract deep and stable liquidity
- Deterministic liquidity and lending with predictable pricing and depth across market conditions
- Low transaction fees
- Compliance frameworks
- High performance and transaction throughput
- Maintains user and trading method privacy
- Immutable proof of transactions published on a public blockchain
Earn at scale.

Automated market making yield

The Bullish Liquidity Pools aims to offer maximum depositor yield by algorithmically pricing assets and maintaining a predetermined balanced ratio.

Safe margin lending yield

Built-in margin lending algorithms offer additional yield on deposited assets, as margin positions are deterministically collateralized.

Illustrative backtesting
Trade at scale.

Experience our proprietary Hybrid Order Book

The Bullish Hybrid Order Book will take advantage of deep liquidity, powered by the Bullish Liquidity Pools, combined with traditional limit orders.

The Bullish Liquidity Pool’s automated market maker is designed to provide liquidity at prices calculated deterministically based on the size of the liquidity pool and the ratio of the assets in it.
Trade at scale.

- **Deep, Predictable Liquidity**
  
  The Bullish Liquidity Pools will mathematically produce predictable order book depth across highly variable market conditions, ensuring liquidity is available when you need it most.

- **Deterministic Margin Trading**
  
  Liquidity Pool deposits will ensure that margin positions remain deterministically collateralized.

- **No Taker Fees**
  
  Bullish will offer zero taker fees and 10bps maker fees.
Built on blockchain

Bullish is built on blockchain to leverage the strategic advantages of the blockchain framework: security, transparency, resiliency, and availability. In doing so, we will bring externally verifiable state integrity to a high-performance trading platform. We will use it to solidify the security, logic, and audit trail of activities on our platform so that it is immutable and unchangeable.

WebAuthn security

Bullish makes security a top priority. We will increase account security using password-free authentication via the best-in-class web standard, WebAuthn. WebAuthn is an authentication API written by the World Wide Web Consortium (W3C) and Fast ID Online (FIDO), alongside partners including Google, Mozilla, Microsoft, Yubico, and others. WebAuthn makes it possible for developers to store private-public key pairs in hardware devices, and servers are able to authenticate identities using cryptography without revealing any secrets or passwords.

To be fully regulated and compliant in Gibraltar

Bullish is expected to be a regulated exchange, integrating the best in cryptographic safeguards and compliance standards.
Brand assets.

Bullish

Bullish

Bullish

Bullish

Download logos.
Contact Bullish:

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@Bullish
@BeBullish
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