



DIGITAL SERVICE GROUP

Back in the crypto game with **Digycode**

March 2024

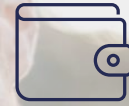
DIGITAL SERVICE

GROUP HISTORY

KPI



70 k subscribers



10+ M€
In custody



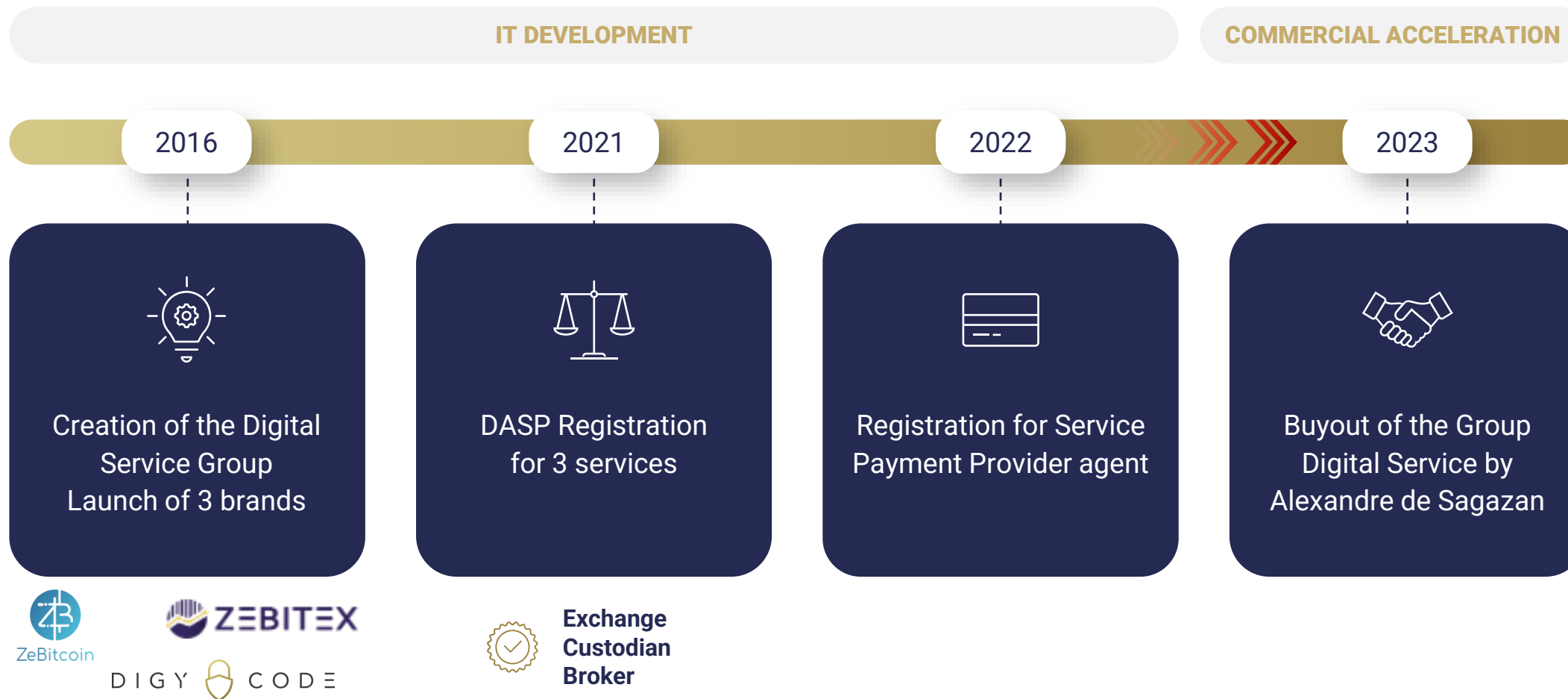
20k unique
visitors per month



Sales ~ 5 M€
in 2022

HISTORY OF THE DIGITAL SERVICE GROUP

Key dates



THE TEAM



Alexandre de Sagazan
Partner - CEO



Pierre-Guy Bareges
Partner - CTO



Alexis B.
Head of Support
Compliance



Samy Y.
Marketing &
Communication



Kristine K.
Full stack
developer



Valentin T.
Lead Developer



Charles A.
Dev ops Engineer

Q2 2024 - Q1 2025 : +2 FTE

Q2 2024 - Q1 2025 : +3 FTE

GROUP DIGITAL STRATEGY

Vision & priorities

THE GROUP DIGITAL SERVICE

DIGY  CODE

- ▶ Relaunch of the cash to crypto service in France

DEVELOP NEW SERVICES

- ▶ Payment card and account (€)
- ▶ Financial products wholesales
- ▶ ICO

WHITE LABELS

- ▶ Offer the Digital Service infrastructure to equip the traditional finance players

Proven
Technology

Validated
market

Team in
place



**COMMERCIAL
ACCELERATION**

D I G Y  C O D E ≡

All-in-1

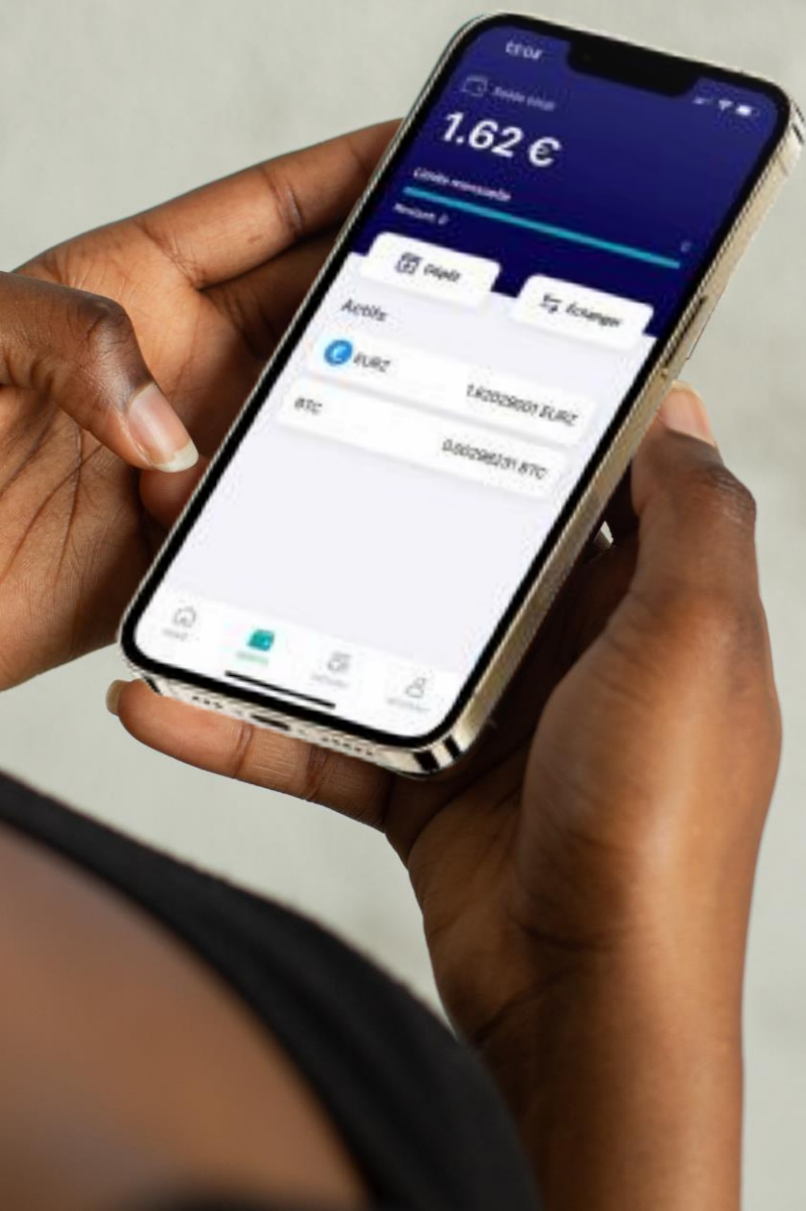
- 1 wallet**
- 1 payment card**
- 1 payment account**

+ cash to crypto

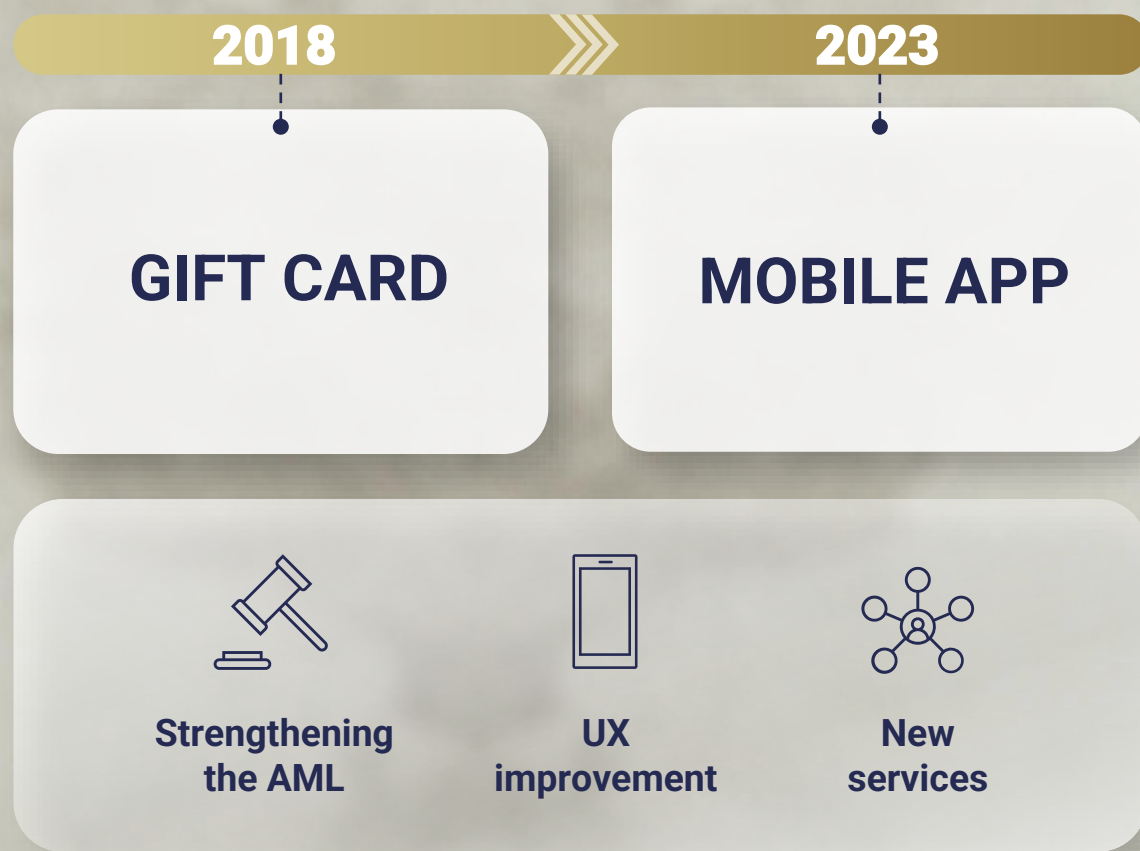


MARKET & OFFER

Focus on Digycode



DIGITALIZATION OF THE CASH TO CRYPTO



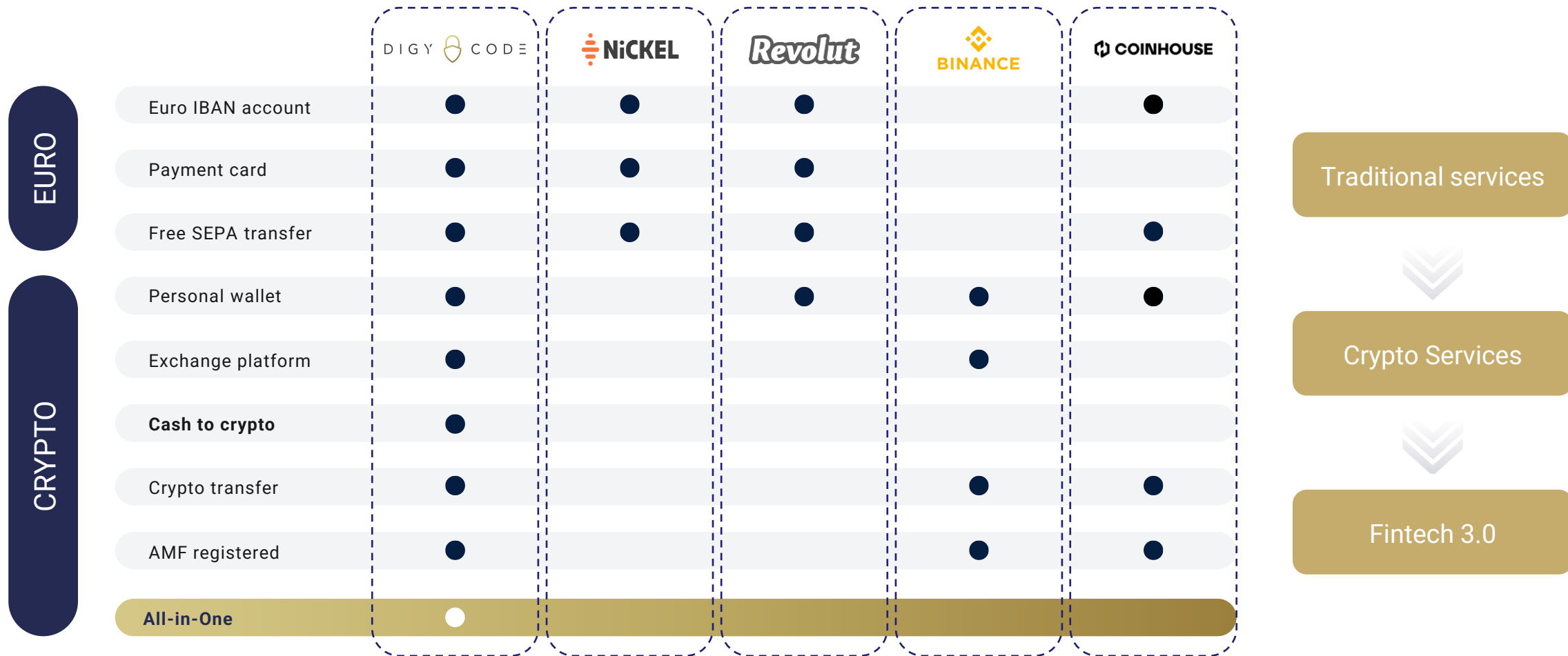
MARKET & OFFER

Launch of a fintech services 3.0



PAIN POINT

There is no offer that combine the best of the two worlds



MARKET & OFFER

A unique service “cash to crypto”



Buy Digital Assets with cash



50% of purchase made in cash in local point of sales in France



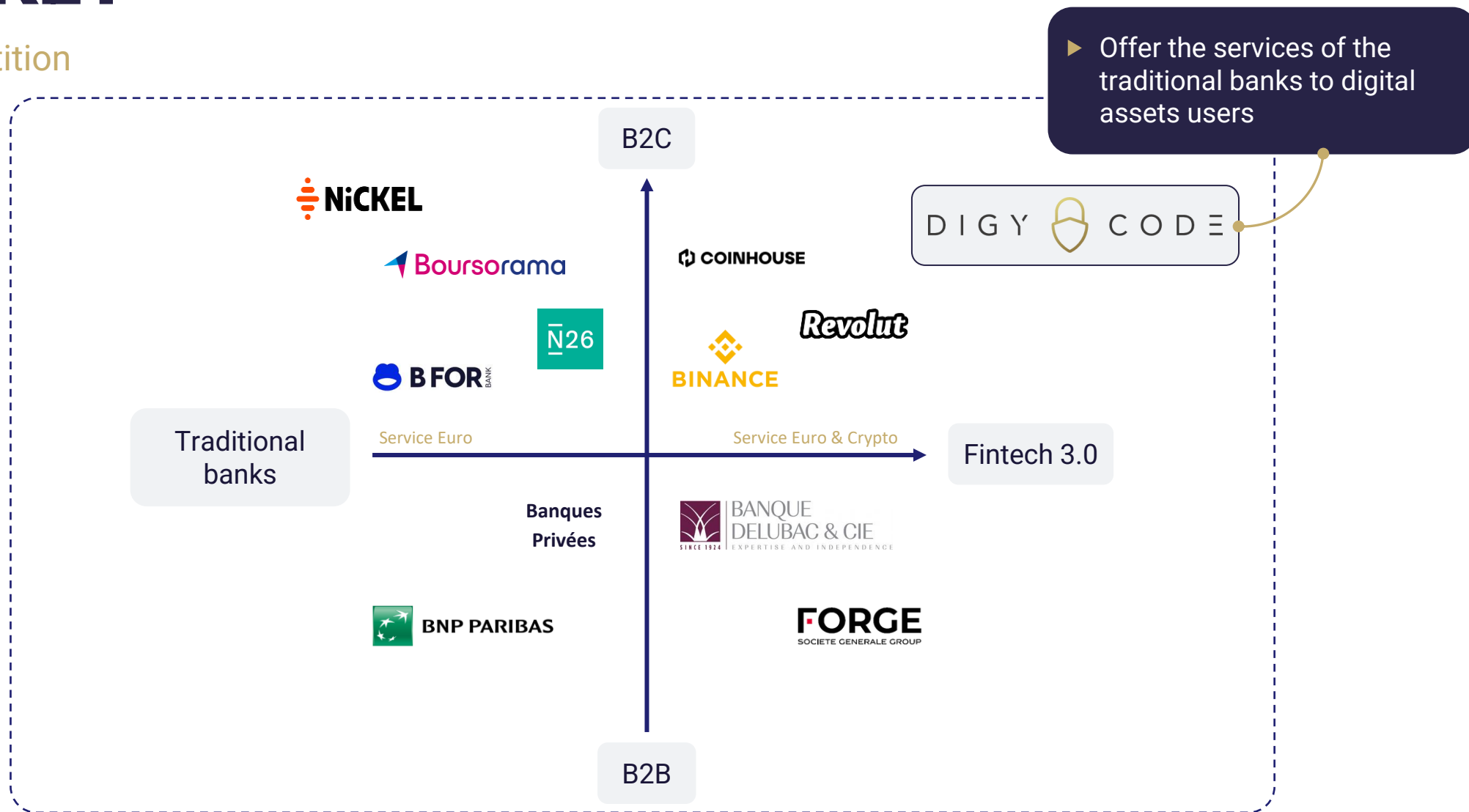
23 500 points of sales available



We partner with the worldwide payment leaders

MARKET

The competition



DIGYCODE

Acquisition strategy

INFORMATION SOURCES FOR INVESTORS

36%

Media specialized in finance

- ▶ Press releases on the buyout and the launch of Digycode
- ▶ Press release on the Fundraising
- ▶ Targeted communication and partnerships

32%

Financial advisors

- ▶ White books
- ▶ Webinar
- ▶ Newsletters

28%

Social Networks (without influencers)

- ▶ Campaign Ads launch to application to download
- ▶ Backlink strategy

22%

Influencers, online communities

- ▶ Nano-influencers video animation
- ▶ User Generated Contents (UGC)



WHITE LABELS



OFFER AND MARKET

White labels

Appetite for the
DIGITAL ASSETS
class



FINANCIAL SERVICES PROVIDERS

- ▶ Online banks & Neo banks
- ▶ Payment providers
- ▶ Private banks



FINANCIAL ADVISORS

ZOOM

9,4% of French people hold crypto assets*

1.3 b\$ in 2023

5+ b\$ in 2025*

Source : * AMF / ** Mordor Intelligence 2023

A 1st white label with 700k+ customers **UNDER DEVELOPMENT**

THE B2B2C MARKET

A **15 bl €** market side, of which 5,7 bl € are savings, **growing continuously** over the **last 10 years**.

A record savings rate of **12% in 2021**, representing a surplus of more than **200 Md€**

Very few offers on the Digital asset class from traditional players



OBJECTIVE

Equip the intermediaries

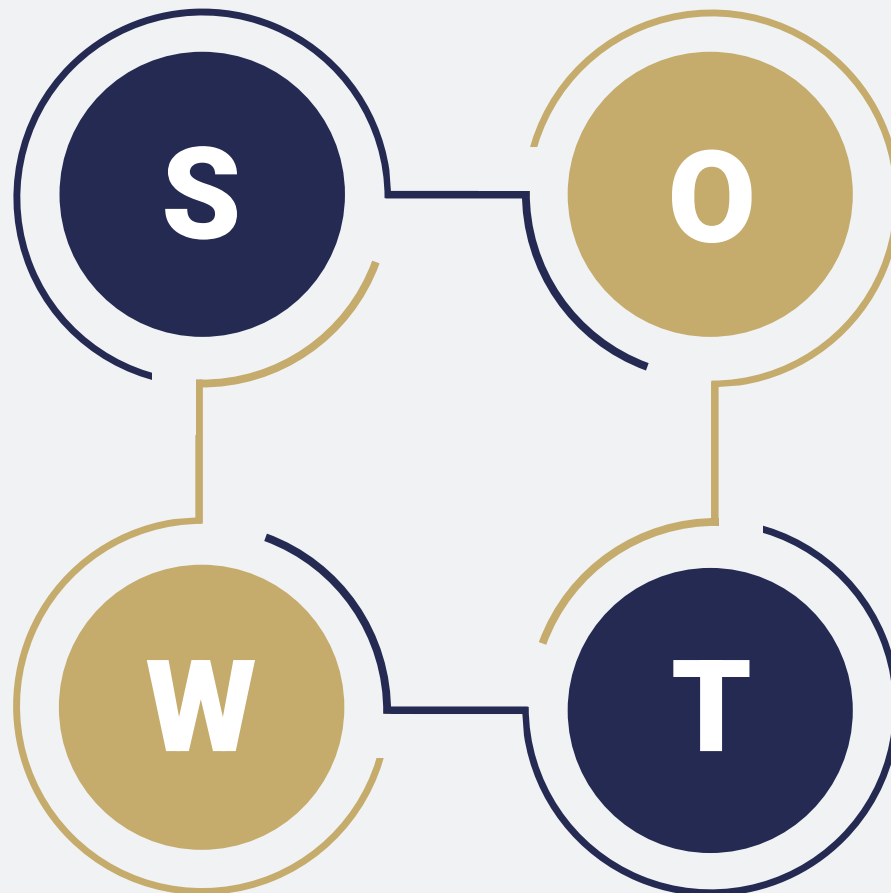
INTERNAL ANALYSIS

STRENGTH

- ▶ Convergence of the offers
- ▶ Market precursor
- ▶ Management experience
- ▶ Registration with AMF, ACPR et CSSF
- ▶ Proven & scalable technology
- ▶ Low cash burn
- ▶ Resilience

WEAKNESS

- ▶ Stronger competition of the Exchanges
- ▶ Acquisition strategy to drive
- ▶ More mature competition
- ▶ Crypto market in-between



OPPORTUNITY

- ▶ Bottom of cycle
- ▶ Traditional players acquisitive
- ▶ € bl in circulation
- ▶ European expansion
- ▶ Banking players not on this segment

THREAT

- ▶ Macroeconomic situation
- ▶ Hesitation about crypto assets
- ▶ Late adoption by institutional
- ▶ ETF and other structure products

FINANCE

Financial KPIs



BREAK EVEN: Q2 2025



GROSS MARGIN:

2025: **30%**

2026: **47%**

2027: **75%**

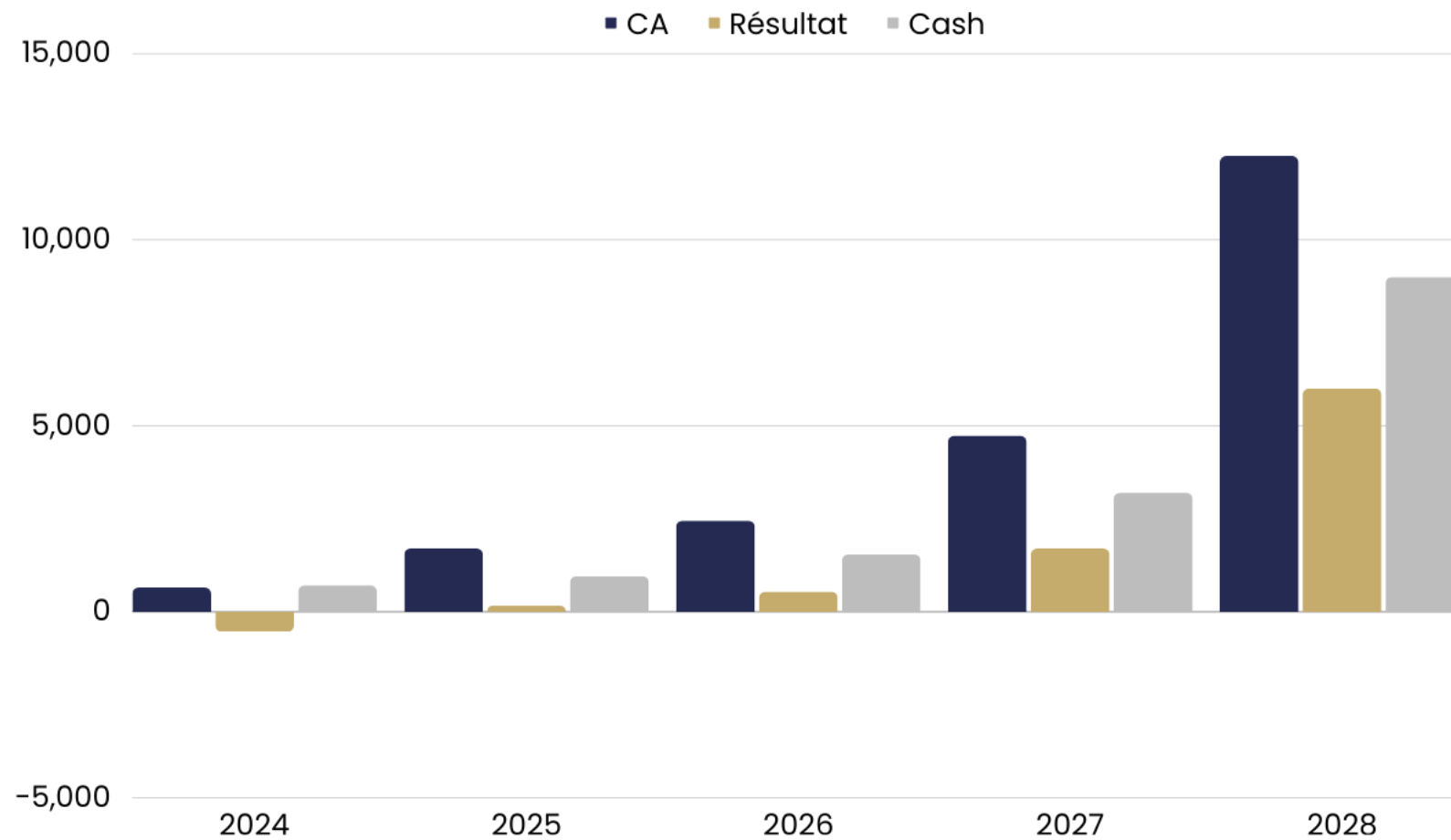


PEOPLE:

2024: **9**

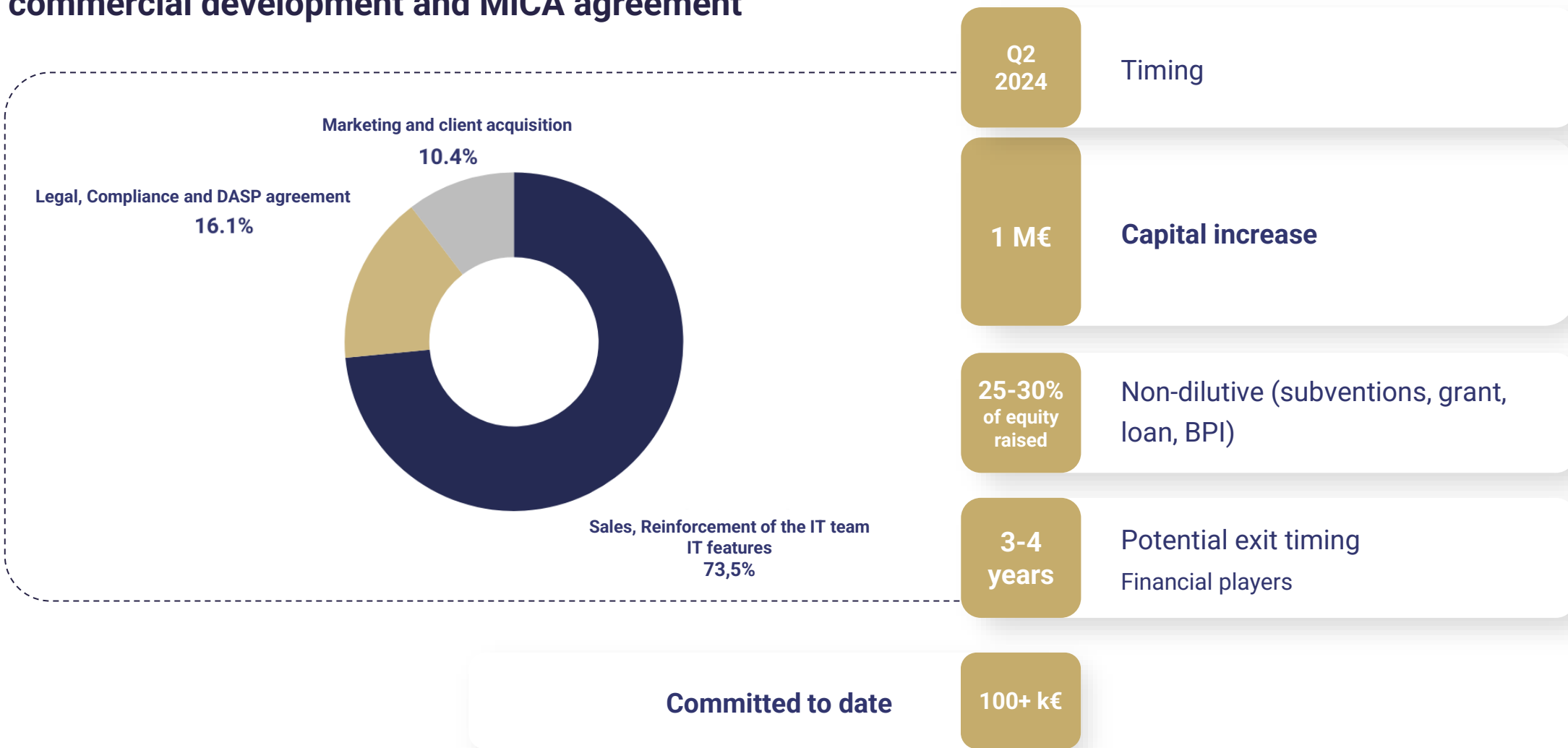
2025: **15**

2026: **19**

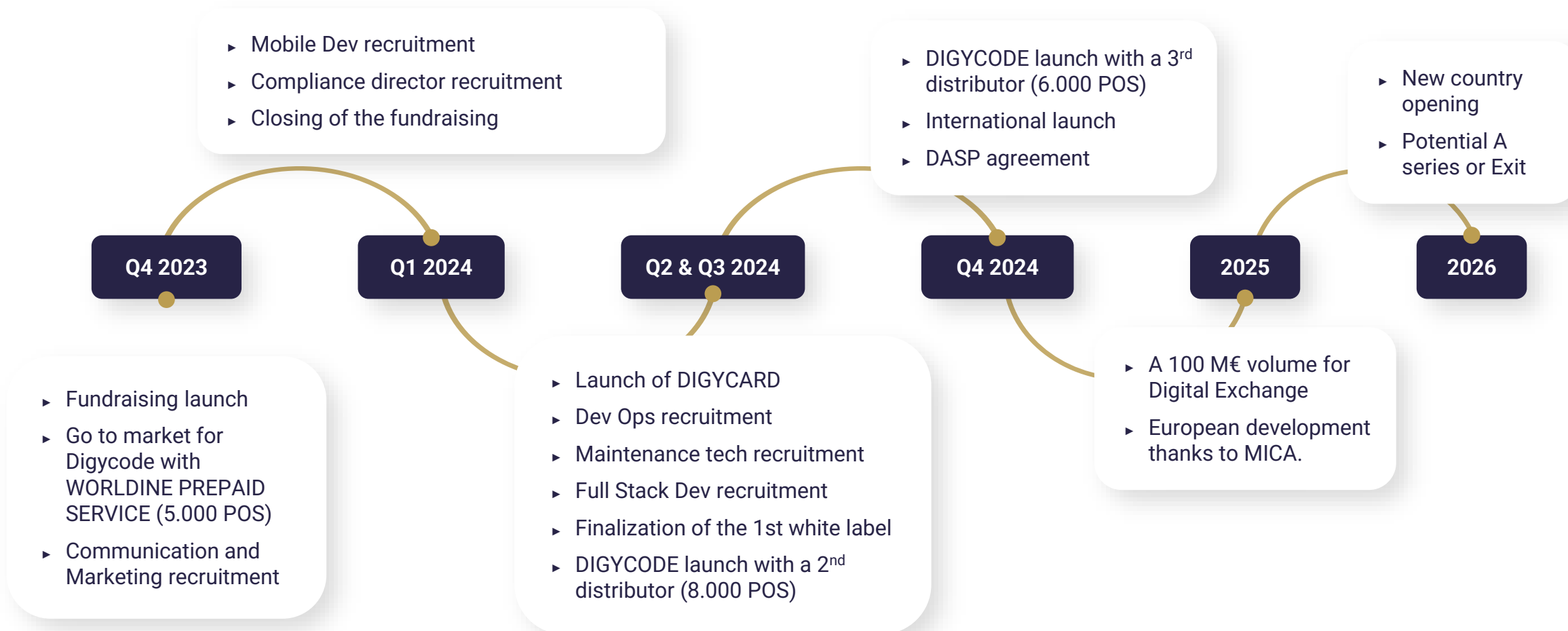


FINANCE

We are looking for 1m€ to finance our commercial development and MiCA agreement



BUSINESS ROADMAP



DIGY  CODE

THANK YOU !



Alexandre de Sagazan



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