WALL STREET 3.0

DigeXe

EVOLUTION OF WALL STREET

Wall Street 1.0

(Paper Trading)

- Manual open outcry trading
- Paper record-keeping
- Limited market access
- Primarily for wealthy elites via brokers
- Regulations following major financial crises like the Great Depression

Wall Street 2.0

(Electronic Trading)

- Emergence of electronic trading platforms like NASDAQ
- Rise of algorithmic systems
- High-frequency trading
- Internet-enabled online brokerages
- Democratized trading for individual investors

Wall Street 3.0

(Blockchain Trading)

- Web3 Decentralized trade platform
- Smart contracts automate
- Transactions without intermediaries
- Global, 24/7 trading
- Accessibility for all investors

THE EXISTING STOCK MARKET IS $102 Trillion

VALUE AND MARKET SHARE

1- U.S.: $46.2 trillion

2- European Union: $12.1 trillion

3- China: $11.5 trillion

4- Japan: $5.8 trillion

5- Hong Kong: $4.3 trillion

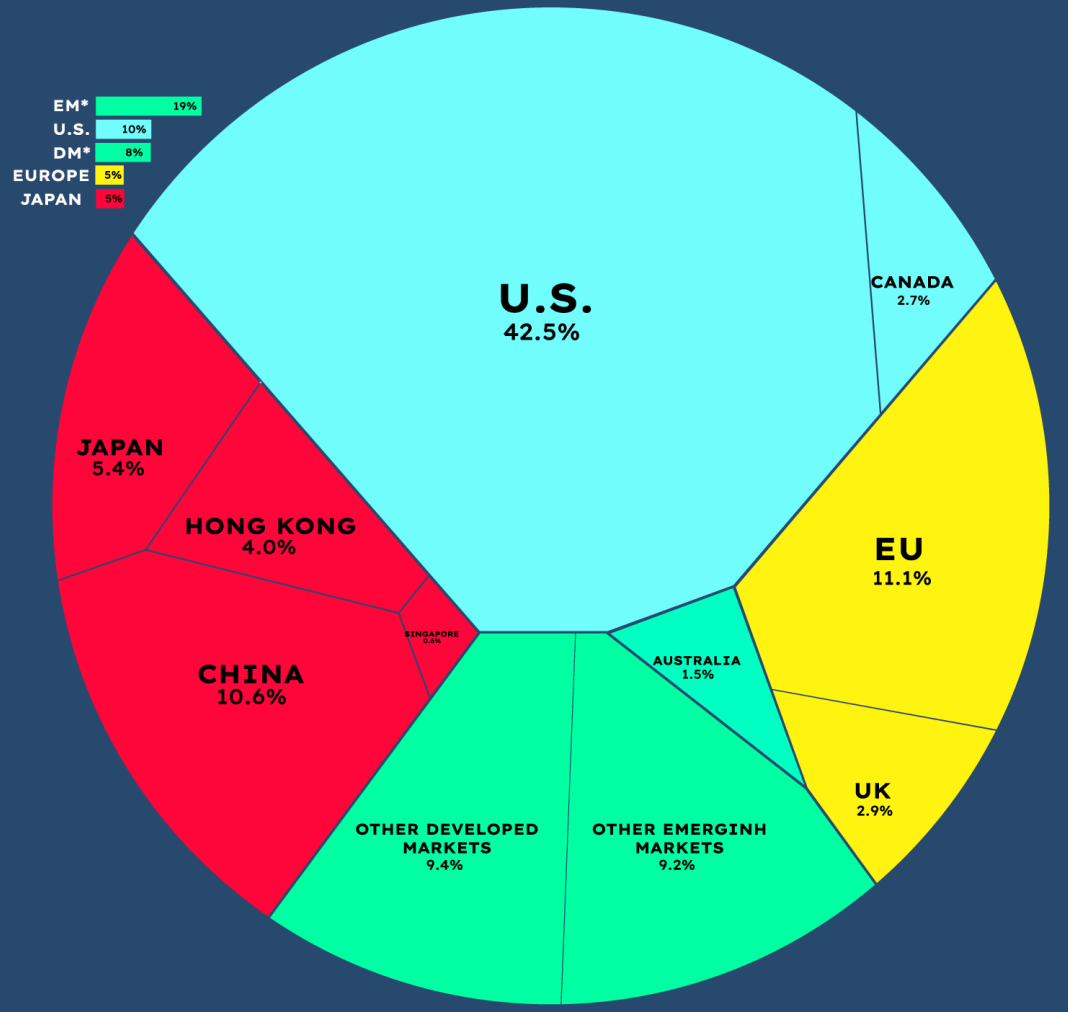
6- UK: $3.2 trillion

7- Canada: $3.0 trillion

8- Australia: $1.7 trillion

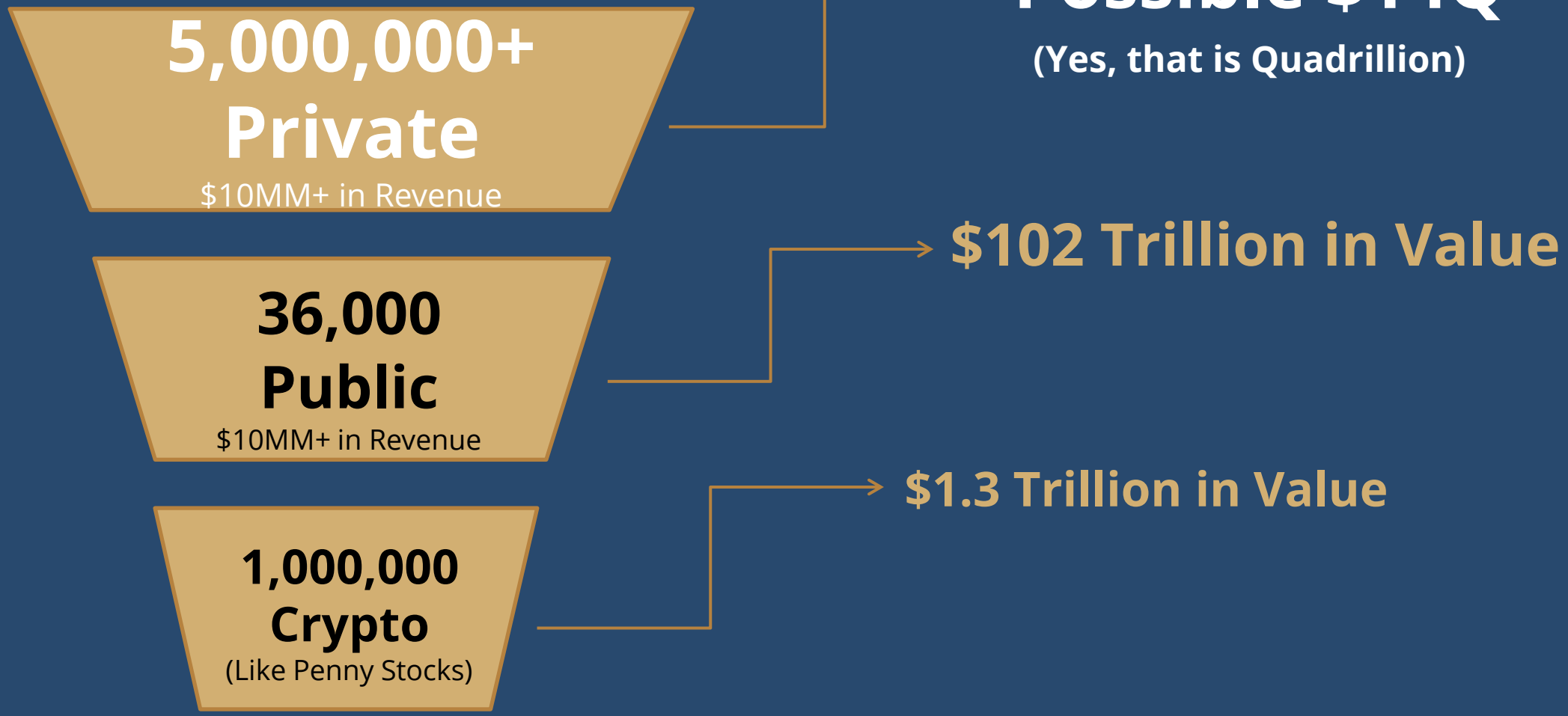
9- Singapore: $0.6 trillion

10- Rest of Developed Markets: $10.2 trillion



Emerging Markets Indonesia, China, India, and Africa are expected to rise significantly

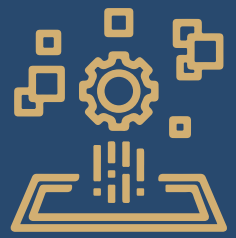
TOTAL ADDRESSABLE MARKET-SIZE AND POTENTIAL



LIMITATIONS OF TRADITIONAL STOCK EXCHANGES

COST & LISTING

- Expensive
- Time Consuming
- High Requirements
- Regulations



TECHNOLOGY

- Speed to Settle
- Cross Border
- Not Digital
- No Self-Custody
- No Fractionalization

LIQUIDITY

- Single Exchange
- Often Regional
- Not Global
- Retail Limitations

JURISDICTION

- Limited to Citizens
- Country Differences
- Tax Considerations
- Expensive

VALUATIONS

- Chicago (CME): $70B
- New York (NYSE)(ICE): $60B
- Hong Kong (HKEX): $55B
- London (LSEG): $50B
- Nasdaq: $35B

1990's TECH

- Old Rails
- Slow Settle
- Single Exchanges
- Limited Access
- Regionally Constrained

GAME CHANGER – BLOCKCHAIN EXCHANGES

(Not "Crypto" Exchanges)

COST & LISTING

- Less Expensive
- Quicker Time
- Less Requirements
- Less Regulations

TECHNOLOGY

- Faster Speed
- Multi-Currency
- Digital Framework
- Self-Custody

LIQUIDITY

- Global
- 24/7 Trading
- Accessibility
- Fractionalization

JURISDICTION

- Global in some
- Standard Crypto
- Rules Evolving
- Country Specific

VALUATIONS

- Binance: $300B
- Coinbase: $50B
- Kraken: $20B
- KuCoin: $11B
- Gemini: $7.5B

BLOCKCHAIN

- Digital Assets
- Multiple Chain (ERC, SOL, XRP, etc.)
- Multiple Exchanges
- Multiple Currency
- Global Access

WHAT'S NEEDED?

The BEST OF BOTH WORLDS

BLOCKCHAIN TECHNOLOGY

- Faster/Cheaper
- Transparent
- Self-Custody
- Global Liquidity

+

TRADITIONAL MIDDLE MARKET

- Company with Product and Revenue ($10M+)
- Global Customers & Shareholders
- Audits and Financials
- Marketing/PR Budget

DigeXe

Digital Equities Exchange

FOCUS ON MIDDLE MARKET LISTINGS

Not Crypto- “ICO’s” (Initial Coin Offering)

BLOCKCHAIN EXCHANGES

SIMILAR TO PENNY STOCKS

- Buy at .10 and Hopes It Goes to $1
- Not Used to Buy a Cup of Coffee

ATTRIBUTES

- OTC or Pink Sheet Listing
- Often No Product or Revenue
- No Financials or Audit
- No Transparency
- Difficult to Transfer Shares
- Prone to Price Manipulation
- Pump and Dump by Insiders

TYPE OF INVESTORS

- Mostly Retail/Consumer/Small Dollar
- Speculators and Risky Traders
- Institutions Can’t Buy OTC/Penny Stocks

Middle Market - “DPO’s” (Direct Public Offering)

NSDQ, OTC, LSE, TSX, ASX, HKEX, EURONEXT

SMALL TO MEDIUM COMPANIES

- 5MM+ Private Companies
- $10MM+ in Revenue & Existing Customers

ATTRIBUTES

- List Direct, Market to Existing Customers
- Build Own Shareholder List
- Run IR & PR campaigns to create liquidity
- Equity Listings Only and Regional to the Country

IDO: INSTITUTIONAL DIGITAL OFFERING

- Existing Company With Product & Revenue ($10MM+)
- Market Directly to Own Customers
- Global Offering, Build own Shareholders and Liquidity
- Different Options: Equity, Dividend, VFA

TYPES OF COMPANIES

- Social Media (X.com)
- Car Companies (Tesla)
- Game Companies (Online Marketing)
- Gold and Mining (Royalty)
- Sports Teams (Fan Base)

Not Large Cap -“IPO’s” (Initial Public Offering)

NEW YORK STOCK EXCHANGE

BIG, WELL-KNOWN COMPANIES

- Performance Band is Smaller
- Institutional and Long Term

ATTRIBUTES

- BIG Companies- 7-10 years old
- $1B+ Revenue & $1B+ Market Cap
- Investment Banks (Goldman, etc.)
- Raise of $100M+ & $22 Avg. Offer Price

TYPE OF INVESTORS

- Institutional Investors
- Retail Investors through Brokers
- Higher Volumes & Bigger Trades

STEPS FOR TRADITIONAL NASDAQ LISTING

Expensive- Total: $2.5M+ and 7% of gross proceeds

- Legal Fees: $500,000 to $1,000,000
- Accounting Fees: $500,000 to $1,000,000
- Underwriting Fees: Typically, 7% of the gross proceeds.
- SEC Filing Fees: Varies, generally around $125,000.
- Nasdaq Listing Fees: Ranges from $50,000 to $75,000
- Annual fees between $50,000 and $150,000
- Other: Marketing, roadshow, and miscellaneous costs

Time Consuming- 9-12 Months (Quite Period)

- Decision and Planning: Initial weeks to months.
- Preparation and Audits: 3 to 6 months
- Regulatory Filings: 2 to 4 months
- Initial Review 2 to 4 months
- Comment and Response 2 to 3 months
- Road show: 2 to 4 months

Complicated - Planning, Structure, Audit, Compliance, Roadshow

- Board approval and shareholder consent.
- Investment bankers
- Legal/Accounting/Audit/Financials/Structure/Pricing
- Story/Business Plan/Prospectus/ Marketing
- Finalizing underwriting agreements.
- Preparing and filing the S-1 Registration Statement with the SEC.
- Registration and Listing on the exchange (e.g., Nasdaq).
- Compliance with Sarbanes-Oxley Act (SOX) requirements
- Pre and Post Road Show, Presentations
- Restrictions on IR/PR and Marketing Activities

High Requirements- Financial Thresholds

- Pre-tax earnings of at least $11 million in the last three years
- $2.2 million in the two most recent years
- Positive earnings in the most recent year.
- Market capitalization of at least $550 million
- Aggregate cash flows of $27.5 million for last three years
- Equity Standard: Stockholders' equity of at least $110 million
- Market value of listed securities at least $850 million
- At least 1.25 million publicly held shares.
- Market value of publicly held shares of at least $45 million.
- Minimum 400 shareholders & least three market makers

AN IDO HAS BENEFITS FOR ALL PARTIES

BENEFITS OF BLOCKCHAIN

- Better Technology
- Cross Border Settlement
- 24/7 Trading, Fractional Pricing
- Global Investor Access Without Borders
- Easier to Audit, More Transparent

FUNDING USES:

- Primary Listing
- Secondary
- PIPE
- Debt

MULTIPLE STRUCTURE OPTIONS

- Equity
- Dividend or Royalty Stream
- Institutional Bonds
- Retail Bonds
- Blended Offering
- Crypto/Token
- Virtual Financial Asset

BENEFITS TO REGULATORS

- More Transparent
- Easier to Audit
- Institutional Focus

BENEFITS TO ISSUER

- Lower Cost and Faster to Market
- Consolidated Compliance & Regulations
- Centralized Liquidity
- Easier to Audit
- Transparent Ownership and Real-Time Auditing
- Digital Governance and Voting

ADDITIONAL FLEXIBILITY

- Direct-to-Investor Marketing and PR
- Localized IR/PR Campaigns
- Incentives, Rewards, and Inducements
- Smart Contact Distribution- No Transfer Agent
- Liquidity while still Private

BENEFITS TO INDIVIDUAL INVESTORS

- Access to Institutional Deals
- Access to Global Deals
- Transparency in Trades
- Increased Liquidity
- Fractional Pricing
- No Transfer Agents

BENEFITS TO INSTITUTIONAL NVESTORS

- Access to Global Deals
- Increased Liquidity
- Transparency in Trades
- 24/7/365 Trading
- Transparency in Listings
- Blockchain Audits
- Access to Initial, Secondary, Bonds
- Restructuring offerings

CAPITAL CONSTRAINED COUNTRIES (Indonesia, China, India, Africa)

- Strict Regulatory for International Listings
- Democratized access to Institutional Investors
  Less Financial Barriers
- Greater Liquidity
- Global Investor Access

LISTING PROCESS

TRADITIONAL LISTING

- Expensive
- Long
- Complicated
- Regulated
- Limited

IF DUAL LISTED

- Double Cost
- Different Regulations
- Different Requirements

INVESTMENT BANKERS (IB's)

- Help with Listing
- Pricing, Structure, Presentation
- Legal, Compliance Regulation
- Marketing and Syndication

IDO LISTING

- Faster
- Cheaper
- Compliance
- Regulation
- Approval
- Liquidity
- Institutions
- Retail
- Less Complicated
- Fractional Pricing
- Creative Structures

ADVISORY SERVICES

- Technical Advice
- Blockchain Asset Structure
- Pricing
- Marketing

DAS

Similar to an Investment Banker, our Digital Advisory Service can help a company get through the entire listing process.

PROVIDES ADVANTAGES

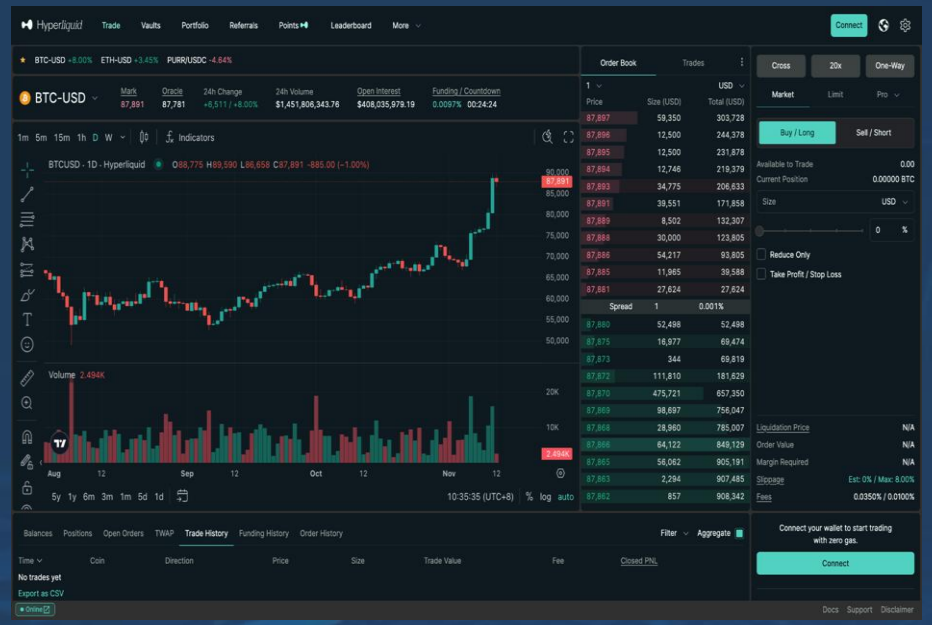
- Platinum Level Partners
- Guaranteed Listing
- Controlled Issuance
- Regional Compliance

DigeXe- DIGITAL ADVISORY SERVICE (DAS)

Dedicated Professional Team to Help Companies Get Approved and Listed

Can be Enhanced with AI

NEXT GENERATION WEB3 DEFI PLATFORM



Front End Exchange

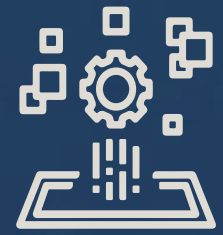
- Desktop and Mobile
- Full Trade Tools
- Backoffice Support

Layer One Blockchain

- Blockchain and Smart Contracts
- Institutional/Scalable/Fast/Secure
- **FIXED** cost

AI Trading Tools

- Humming Bots
- Trade MCP
- Crypto Concierge



DigeXe- Multiple Product Lines and Target Segments

Stocks & Equities

- Global Market
- Old Technology
- 5M+ Co's w/ $10M+ Rev.

Crypto

- Tokens & ICO's
- RWA (Real Estate/Art)
- Natural Resources (Gold)

DeFi Lending

- Collateralized Lending
- Uni & Atomic Swaps
- Liquid Staking

Bonds

- Institutional Bonds
- Green Bonds
- Retail Bonds-new category

COMPS & COMPETITION:

EXCHANGES

- Chicago (CME): $70B
- New York (NYSE)(ICE): $60B
- Hong Kong (HKEX): $55B
- London (LSEG): $50B
- Nasdaq: $35B

EXCHANGES

- Binance: $300B
- Coinbase: $50B
- Kraken: $20B
- KuCoin: $11B
- Gemini: $7.5B

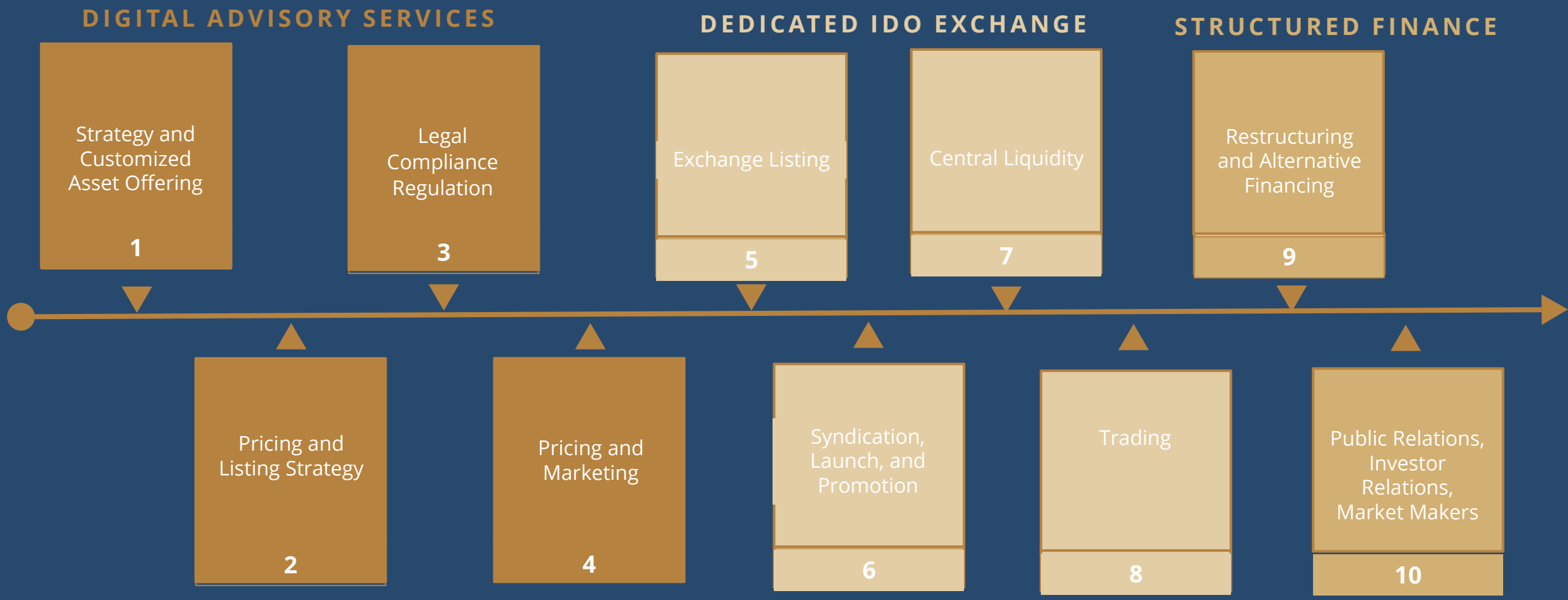
COMPANIES

- Lido: $23B
- Ave: $3.9b
- Maker Dao $1.7B
- Curve: $770m
- Compound: $450m

EXCHANGES

- Nasdaq (stocks and bonds)
- Singapore (stocks and bonds)
- Luxembourg (green bonds)
- Abu Dhabi (ADX)

DigeXe OFFERS COMPLETE END-TO-END SOLUTION



THREE REVENUE CHANNELS

Advisory Services

Listing/Synd/Trading

IR/PR/Market Makers

DigeXe- Corporate Information and Capital Raise

OFFER: $50MM

- Share Price: $0.50 (Common)
- Bonus Warrant Coverage on first $10MM

COMPANY

- Wyoming C Corp.
- Bermuda Regulatory Jurisdiction

USE OF PROCEEDS

OPERATIONS

- Working Capital for Management Team
- Marketing and PR for Onboarding

LEGAL AND COMPLIANCE

- Legal and Regulatory
- Audit and Compliance

TECHNOLOGY

- Defi Platform
- Layer One XRP Fork
- Exchange Front End
- Multiple Product Lines

EXECUTION

- Complete Platform
- Complete License and Registration
- Expand Management

LISTINGS

- Focus on Direct Public Listings
- 40+ In Pipe-Line
- Partnership provide many more

LIQUIDITY

- Reactivate Customer List
- Community Outreach
- Crypto Channels & Influencers
- Companies own Shareholders

EXIT: ACQUISITION

- Goldman, Barclays
- Blackstone, Hedge Fund
- Accenture, PWC
- SalesForce, Microsoft

WITH PROPER FUNDING: LAUNCH Q4 2025

COMPLETE TECHNOLOGY PLATFORM

- Complete L1 programming
  Set up infrastructure

FINALIZE REGULATORY FRAMEWORK

- Collaborate with Bermuda and BMA for IDO guidelines
- Implement AML and KYC regulations

OPERATIONAL STRATEGY

- Assembled the top level institutional key management team and executives in the market
- Launch with qualified companies

MARKET PARTNERSHIPS

- Extend Partnerships with Service Providers, Legal, Marketing, PR, IR
- Create Partnerships with Investors, Institutions, RIA’s and more

BERMUDA REGULATORY FRAMEWORK

CLEAR REGULATIONS

- Established Framework for digital assets
- Clear Regulation with Digital Asset Business Act
- Globally Recognized and Credible
- Multiple Agencies (DABA and BMA)
- Allow for trading of all assets: digital, crypto, tokens, NFT, and derivatives.

TAX EFFICIENCY

- No corporate income or capital gains
- No withholding tax.
- Regulatory clarity helps retain a larger portion of earnings.

DigeXe

STRONG LEGAL SYSTEM

- Based on English Common Law
- Respects US Laws
- Solid reputation for complex financial structures
- Can onboard US Investors and Institutions

GLOBAL RECOGNITION

- Created Bermuda Bridge
- Global Partnerships.
- The highest level of international standards
- Stringent for AML and KYC compliance
- Friendly for Retail and Institutions

FRANCHISE MODEL

White Label For Country

- Digital Front End
- Single Technology Point
- Monthly Franchise Fee
- Shared Revenue

Benefits

- Set Specific Requirements
- Sharia Compliant
- Local Banks Get “First-Look”
- Institution and Retail

Pooled Liquidity

- Move to Bermuda
- Consolidate Liquidity
- Gain Global Access

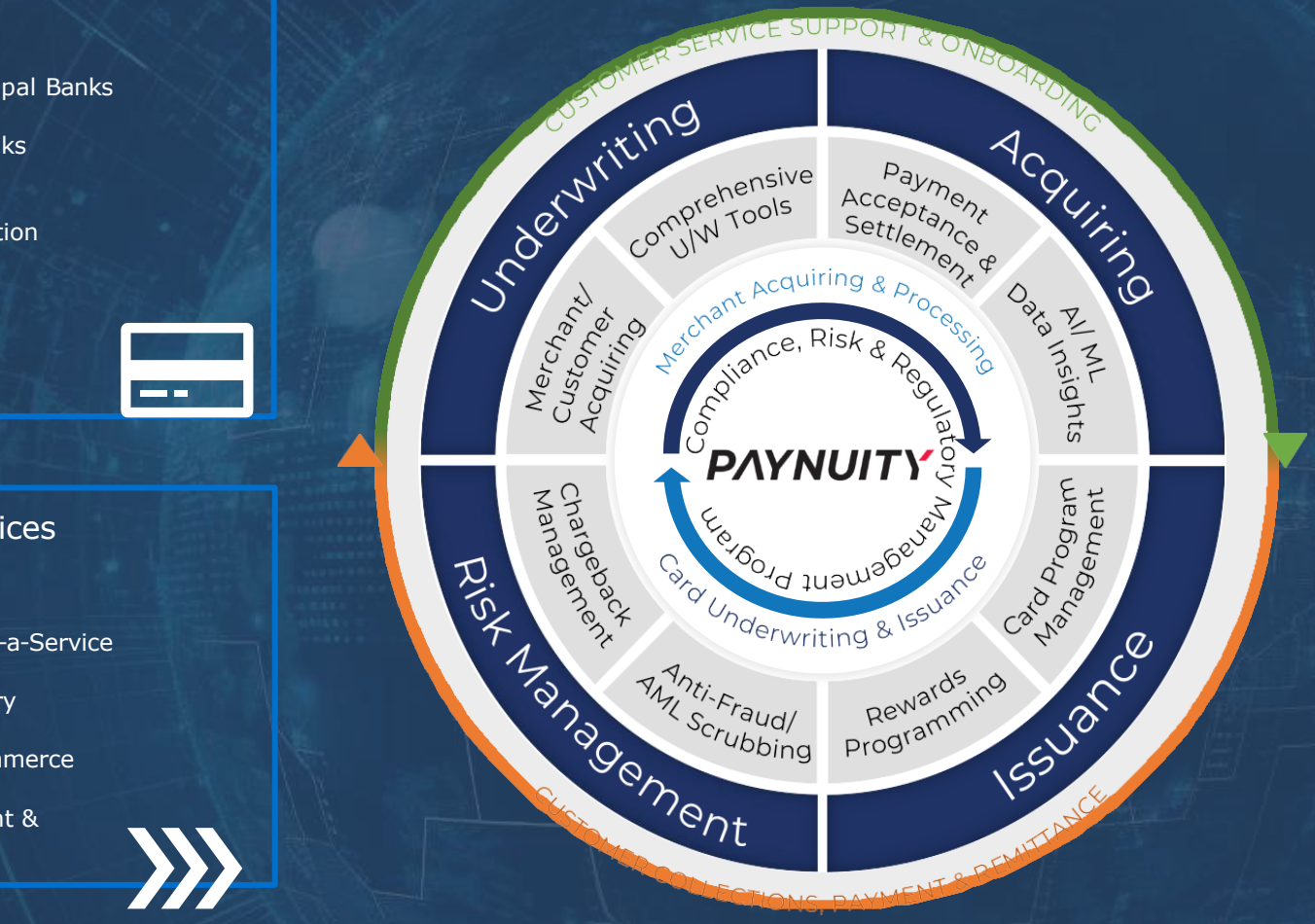
STRATEGIC PARTNER-PAYNUITY

Card Issuance

- Regional/ Municipal Banks
- Commercial Banks
- Digital Banks / Financial Institution
- Credit Unions
- Merchants / Enterprises

Managed Services

- Private Cloud
- Data Insights-as-a-Service
- Disaster Recovery
- Managed e-Commerce
- PCI Management & Insurance



Processing & Acquiring

- Service SMBs
- Retail / Restaurants
- E-Commerce
- Leisure / Hospitality / Sports
- C-Stores / Gas Stations

Financial Products

- Credit Cards / Debit Cards
- ACH / RPPS & Realtime Payments (ISO 20022)
- Loans / Lines of Credit
- ATM / Cash Advance
- Cryptocurrency*

Compliance-Based Payment Provider

CLEAR OPPORTUNITY-$50MM Round

USE OF PROCEEDS

- Legal
- Technology
- Working Capital
- Marketing
- Overhead

WORLD CLASS TEAM

- Executives
- Advisors
- Technical

CLEAR PATH FOR GROWTH

- Pipeline of Listings

DEFINED EXIT STRATEGY:

- Acquisition
  - Goldman, Barclays,
  - BlackStone, Hedge Funds
  - Accenture, PWC

DigeXe

VALUE?

COMPS

STOCK EXCHANGES

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BLOCKCHAIN EXCHANGES

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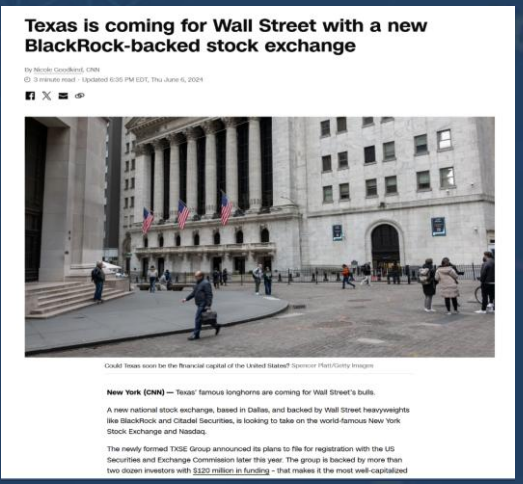
RECENT TEXAS EXCHANGE:

- Raised $120M
- Institutional Focus
- Southwest Region Only
- US Regulations



Texas is coming for Wall Street with a new BlackRock-backed stock exchange

by Nicole Goodkind, CNN

3 minute read - Updated 6:35 PM EDT, Thu June 6, 2024

Could Texas soon be the financial capital of the United States? Spencer Platt/Getty Images

New York (CNN) — Texas' famous longhorns are coming for Wall Street's bulls.

A new national stock exchange, based in Dallas, and backed by Wall Street heavyweights like BlackRock and Citadel Securities, is looking to take on the world-famous New York Stock Exchange and Nasdaq.

The newly formed TXSE Group announced its plans to file for registration with the US Securities and Exchange Commission later this year. The group is backed by more than two dozen investors with $120 million in funding – that makes it the most well-capitalized

DigeXe

ARE YOU READY FOR THE FUTURE?
OR WILL YOU MISS IT?

THANK YOU

DigeXe

Info@DigeXe.com

APPENDIX

DigeXe

NASDAQ $6B REVENUE

10 Revenue Channels

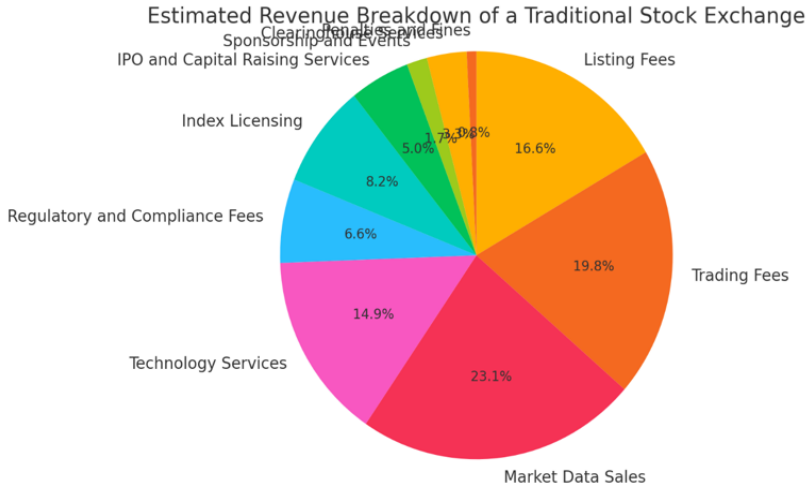
1. Listing Fees
2. Trading Fees
3. Market Data Sales
4. Technology and Infrastructure Services
5. Regulatory and Compliance Fees
6. Index Licensing
7. IPO and Capital Raising Services
8. Sponsorships and events
9. Clearinghouse Services
10. Penalties and Fines

20% Trade Fees

Estimated Revenue Breakdown ($6B)

Revenue Channel	Revenue (in Billion USD)	Percentage of Total Revenue
Listing Fees	$1.0 billion	16.7%
Trading Fees	$1.2 billion	20.0%
Market Data Sales	$1.4 billion	23.3%
Technology and Infrastructure Services	$0.9 billion	15.0%
Regulatory and Compliance Fees	$0.4 billion	6.7%
Index Licensing	$0.5 billion	8.3%
IPO and Capital Raising Services	$0.3 billion	5.0%
Sponsorship and Events	$0.1 billion	1.7%
Clearinghouse Services	$0.2 billion	3.3%
Penalties and Fines	$0.05 billion	0.8%

Total Revenue: $6 Billion



BINANCE: $8B REVENUE

17 Revenue Channels

1. Trading Fees (Transaction fees, maker-taker model, leverage fees)
2. Listing Fees (Initial, maintenance, compliance)
3. Token Sales (IEO Launchpad fees, percentage of sales)
4. Staking Services (Staking-as-a-service fees)
5. Lending & Borrowing (Interest rate fees)
6. Futures & Derivatives Trading (Futures, options, perpetual contracts fees)
7. Binance Smart Chain Fees (Transaction, DApp deployment fees)
8. Market Data Sales (Real-time data, API access)
9. NFT Marketplace Fees (Transaction and listing fees)
10. Binance Coin (BNB) (Utility, discounts, token appreciation)
11. Referral Program (Referral fees, increased trading volume)
12. Advertising & Promotions (Banner ads, promotions)
13. OTC Trading Desk (OTC fees)
14. Educational Services (Sponsored content, certifications)
15. Institutional Services (Custody, brokerage services)
16. Penalties & Fines (Account-related penalties)
17. Cloud Solutions (Technology infrastructure fees)

90% on Trade Volume

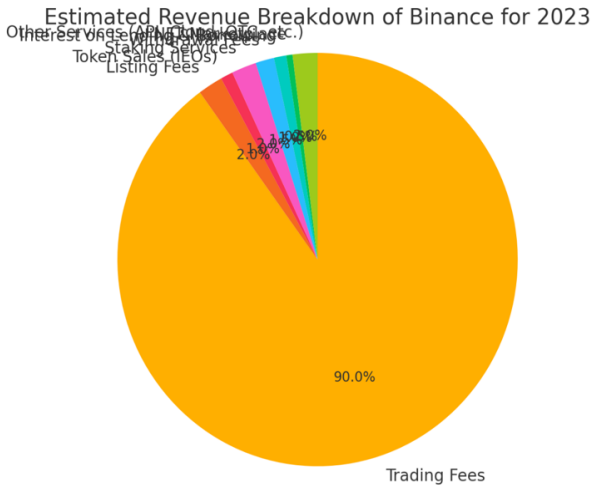
BINANCE REVENUE ($8B)

Revenue Channel	Revenue (in Billion USD)	Percentage of Total Revenue (%)
Trading Fees	7.11	90
Listing Fees	0.158	2
Token Sales (IEOs)	0.079	1
Staking Services	0.158	2
Withdrawal Fees	0.1185	1.5
Interest on Lending & Borrowing	0.079	1
NFT Marketplace	0.0395	0.5
Other Services (API, Cloud, OTC, etc.)	0.158	2

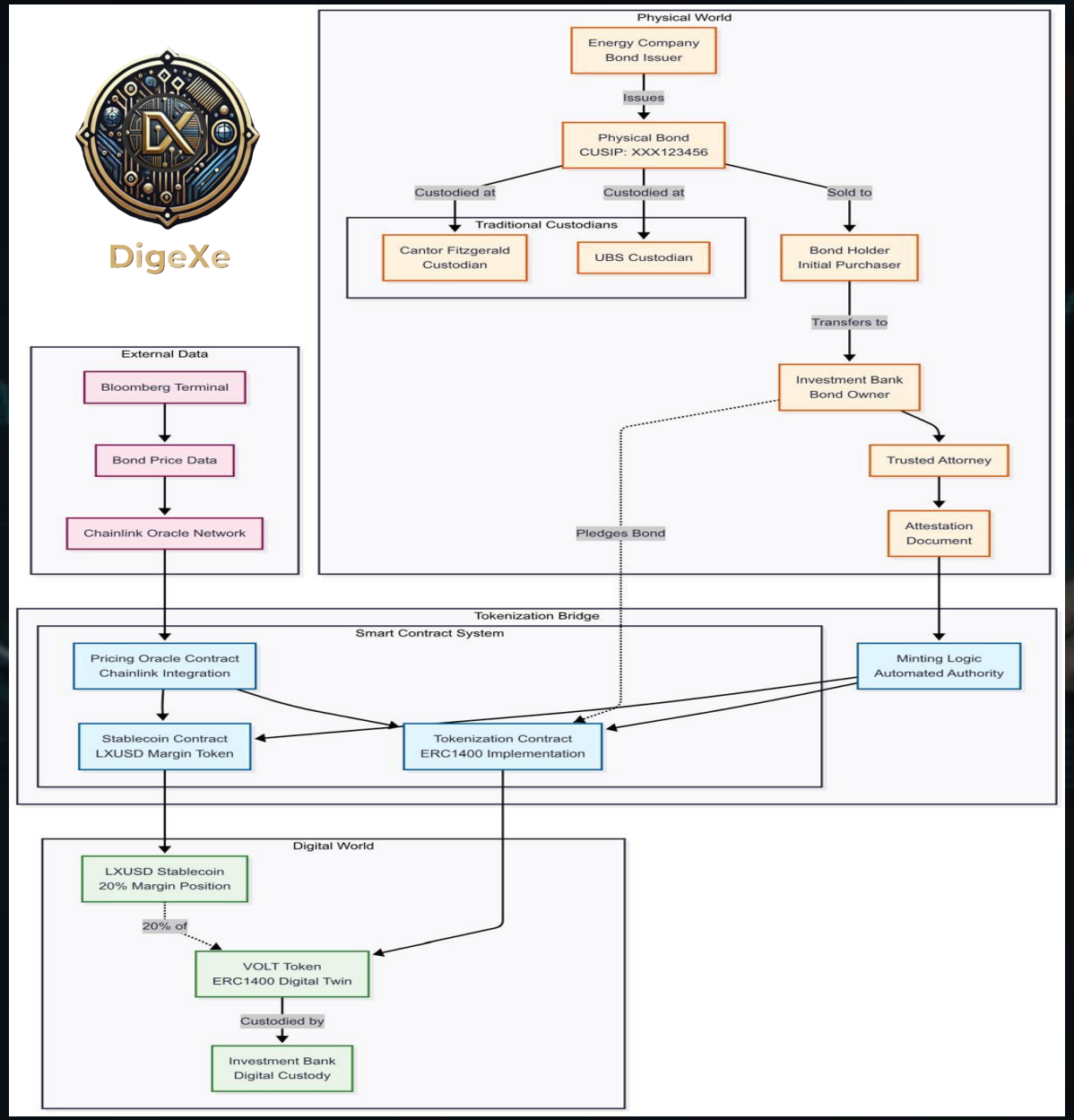
10.

Pie Chart Generation

Estimated Revenue Breakdown of Binance for 2023



TECHNICAL FLOW CHART



XRPL2-Next Generation Blockchain

XRPL2 is an advanced Layer One blockchain that elevates the capabilities of the original XRP Ledger by integrating full smart contract functionality—without sacrificing the speed, security, or ultra-low-cost transactions XRP is known for. By blending the best of XRP and Ethereum, XRPL2 creates a powerful, unified platform purpose-built for financial-grade applications and institutional adoption.

A Quantum Leap Beyond Traditional Blockchains

Most blockchain ecosystems face a trade-off between performance, cost, and programmability. Ethereum, while rich in smart contract capabilities, is expensive and slow under high usage. XRP, on the other hand, offers lightning-fast settlement and minimal fees, but historically lacked programmability. XRPL2 bridges that gap.

Why XRPL2 Is Better Than Other Blockchain Technologies

- Smart Contracts + Speed – Enables decentralized apps and programmable finance with fast settlements.
- Fixed-Cost Transactions – Removes unpredictable gas fees for better budgeting and scaling.
- Built for Finance – Tailored for capital markets, ideal for regulated environments.
- Cross-Network Interoperability – Bridges XRP and Ethereum ecosystems seamlessly.
- Enterprise-Ready Infrastructure – Supports tokenized stocks, digital bonds, and more.

Competitive Advantage for DigeXe

- Cost Certainty: Know your costs upfront with fixed transaction fees.
- Programmable Assets: Embed logic into tokens (e.g., dividends, governance).
- Global Performance: Real-time global trading with sub-second settlement.
- Scalability Without Bottlenecks: Handles high volume natively.
- Regulatory Synergy: Easier compliance with deterministic cost models.

In Summary

With XRPL2, DigeXe is leveraging the next generation of blockchain infrastructure—a system that offers speed, predictability, smart contract flexibility, and institutional-grade scalability. This makes it not just competitive, but fundamentally superior to other exchanges still relying on legacy blockchain systems.

Bermuda Jurisdiction

License Under Digital Asset Innovation Act

STRATEGIC LOCATION

Global Exchange Platform

GOVERNMENT SUPPORT

Franchise Model to Existing Jurisdictions

TAX INCENTIVES

Favorable Tax Jurisdiction Selection

SUSTAINABILITY FOCUS

Efficiency in Exchange and Support of Foundation and Philanthropies

INTERNATIONAL HUB FOR THE DIGITAL AGE

Driving innovation and connectivity in the global marketplace.

Bermuda Bridge- Direct Relationship with Abu Dhabi

Premier of Bermuda

Stephen Meade has played a pivotal role in shaping financial regulations, particularly in Bermuda. He collaborates closely with the Bermuda Monetary Authority, contributing to the development of the Digital Asset Innovation Act.

Stephen's work has been instrumental in positioning Bermuda as a leader in the digital asset space, making it a hub for block chain/fintech advancements.

His expertise and strategic input have helped create a robust framework that balances innovation with regulatory compliance.

Regulatory Body

BMA
BERMUDA MONETARY AUTHORITY

- Bridge to Bermuda
- Both jurisdictions are dedicated to promoting responsible innovation in the digital asset landscape.
- Focus on Digital Assets
- Bermuda is a significant hub for the digital assets space due to its progressive regulatory framework
- Commitment to fostering innovation in the fintech and blockchain sectors.

Collaboration

This MOU establishes a collaborative framework between the FSRA and the BMA, aimed at facilitating the creation and supervision of digital asset entities within their jurisdictions.

The agreement covers regulatory and supervisory cooperation, investigative support, and initiatives to enhance capacity.

Operations Team

Founder and CEO- Camila Clarke

Camila Clarke is the Founder and CEO of Clarke Capital Advisors (CCA), an independent financial and strategic advisory firm. Camila is an experienced Investment Banking and Capital Markets professional with over 20 years of investment banking experience working at bulge bracket banks in New York, London and the Bay Area. She began her career in the FIG Investment Banking team at Goldman Sachs in New York in 2003 and developed her execution skills as an M&A Associate at Morgan Stanley in London. She received a full-tuition, merit-based award to complete her MBA at The Wharton School.

Post-MBA, she joined the ECM team at Credit Suisse and then was recruited to BNP to head up Tech ECM (ECM Digital) in addition to working alongside the Consumer team on the U.S. IPO of fashion marketplace Farfetch and the European IPO of FoodTech leader HelloFresh. Given close relationships in the Iberian region and her fluency in Spanish and Portuguese language skills, she was recruited to head up ECM Iberia for Mediobanca (Italy's top boutique Investment Bank). At Mediobanca, she led a number of transactions, including two significant Rights Issues for Cellnex, Spain's leading wireless telecommunications infrastructure and services company.

Post-Brexit, she returned to the U.S. and joined the Internet coverage team within TMT at Barclays in Menlo Park where she covered a number of key FinTech clients and participated in the IPO of Gen-Z FinTech darling Nerdwallet. Deutsche Bank then recruited her to head up the E-Commerce effort within the Internet team, whilst continuing to cover a number of key FinTech names. At DB, she worked extensively on the sell-side of a key FinTech Tax Company by a well-known Private equity firm.

Camila has an extensive global client list and leads CCA's coverage of the Technology, Consumer and FinTech sectors.

Camila holds an MBA from The Wharton School, Two Masters degrees in Finance and Development Economics from the University of Cambridge, and a BA with honors from the University of Pennsylvania.

Credentials

$75 million BLUEGROUND Debt Facility Replacement svb / ◻ CRM Underwriter and Placement Agent *September 2024*	**$748 million** reddit IPO **NYSE: RDDT** Joint Bookrunner *March 2024*	**$150 million** vividseats Sponsor Sell down GTCR Strategic Financial Advisor *December 2023*	**$1.7 billion** Uber Convertible Debt Issuance Financial Advisor and Bookrunner *November 2023*	**$515 million** newfold digital Senior Secured Notes Issuance Financial Advisor and Bookrunner *October 2023*	**$75 million** BLUEGROUND Pre-IPO Financing Placement Agent *September 2023*
$1.8 billion GoDaddy Senior Secured Term Loan, Refinance Underwriter and Placement Agent *July 2023*	**$1.9 billion** Booking.com Senior Secured Term Loan, Refinance Underwriter and Placement Agent *May 2023*	**Undisclosed** fair technologies Sale to SHIFT Sell-side M&A Advisor *May 2022*	**$2 billion** ATHENA SPAC combination with Heliogen Sole Buy-side M&A and Placement Advisor *December 2021*	**$131 million** nerdwallet IPO **NASDAQ: NRDS** Joint Bookrunner *November 2021*	**$2 billion** Cipher Mining SPAC combination with **GWAC** Sell-side M&A Advisor and Placement Agent *August 2021*
$1.8 billion ATHENA SPAC Combination PICO Capital Markets Advisor *August 2021*	**$3.8 billion** Payoneer SPAC combination with FT Sell-side M&A Advisor & Placement Agent *June 2021*	**$120 million** yellowpepper Series E and Sale to VISA Sell-side M&A & Financial Advisor *November 2020*	**$200 million** Trumid Series D, Fundraising TPG / DRAGONEER Sell-side Strategic & Financial Advisor *August 2020*	**$500 million** emailage Sale to RELX Sell-side M&A Advisor *January 2020*	**€14 million** IMMO Series A, Fundraising HV CAPITAL / Talis In-house Strategic Finance *March 2019*

**Highlighted tombstones indicate completed fintech transactions*

At CCA, we have deep coverage of Global FinTech and Payments

Our unique proposition

- At CCA we have a combination of bulge-bracket and elite boutique experience, giving us exposure across company lifecycles and investor types
- Unlike a majority of investment bankers, at CCA we pride ourselves on our company operating and scaling experience
- Transatlantic transactions are at the heart of what we do at CCA

Global footprint

Prior IB / PE team experience

Goldman Sachs
Morgan Stanley
J.P.Morgan
Deutsche Bank
BARCLAYS
CREDIT SUISSE
FINANCIAL TECHNOLOGY PARTNERS
BNP PARIBAS
MEDIOBANCA
C&CO COHEN & COMPANY
DUKE STREET
RH

Relevant client coverage

airbnb
Booking.com
CoStar Group
credit sesame
ebay
Expedia
GENERALI
Nasdaq
nerdwallet
Uber
VISA
Zillow

Operational Execution | Scope of work

1

Digital Advisory Services (DAS) Business unit stand-up

- Proposal excellence playbooks
- Topic manuals for client advisory (*strategy, pricing, marketing, legal*)
- Investor relations advisory strategy
- Regulatory / compliance frameworks

2

Marketing, sales, & pricing

- Price structures (*listing fees, trading incentives*)
- Client insights & GTM strategy (*institutional & retail segmentation, targeting, customer journeys, client experience, customer UI/UX*)
- Sales conversion & retention levers
- Client onboarding strategy design

3

People & organization

- Target organization structure design (*spans & layers, target headcount, compensation & incentives*)
- Cross-border workforce management strategy
- Cultural management program design (*purpose and vision, leadership-staff engagement*)

4

Technology & operations

- Process & workflow design (*process optimization, standard operating procedures, role clarity*)
- Data & analytics strategy (*data storage & usage*)
- Zero-based budgeting approach

5

Risk & compliance

- Regulatory risk assessment (multi-jurisdictional compliance planning)
- Fraud & cybersecurity protocols
- AML / KYC procedures
- Crisis management & contingency planning (*e.g., incident response, reputational risk management*)

6

Ecosystem & partnership development

- Institutional partner program design
- Strategic alliance & industry consortium participation strategy
- Media & thought leadership strategy
- Developer & ecosystem incentive design (*e.g., for integrations with third-party platforms*)

Clarke Capital Advisors

Camila Clarke
CEO

Goldman Sachs
University of Cambridge
Wharton

Tyler Humphrey
Sr. Vice President

Financial Technology Partners
Deutsche Bank
London Business School

Jürgen Vleminckx
Vice President

BNP Paribas
ING
LSE

Sr. Associate

Harvard
Wharton

Norman Xiong
Associate

BCG
Wharton

Tim Hsia
Associate

Goldman Sachs
UBS
Wharton

Enes Ertekin
Analyst

Clarke Capital Advisors
Queen Mary University of London
UBC

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Your Dedicated Team

Tyler J. Humphrey

Sr. Vice President

Tyler joined Clarke Capital Advisors (“CCA”) as a Vice President in 2024, bringing over a decade of experience across investment banking, private equity, and technology. He has worked across bulge bracket, elite boutique, and middle market firms in London, New York, and the Bay Area.

Post-Master’s, he began his investment banking career at Financial Technology Partners (FT Partners) in London, where he developed his M&A execution skills and deepened his sector expertise across FinTech. He went on to co-found Cohen Capital Markets, before joining Deutsche Bank in 2022 as part of the Internet coverage team. At DB, he worked on a range of transactions across the Consumer Internet and vertical SaaS ecosystems.

Tyler received a merit-based scholarship to complete his Master’s in Finance at London Business School. While at LBS, he co-founded IMMO Investment Technologies, a PropTech platform that went on to raise the largest Series B in its sector in Europe.

He supports CCA’s coverage of the Internet, Software, and FinTech verticals.

Your Dedicated Team

Jürgen Vleminckx
Vice President

Jürgen Vleminckx joined Clarke Capital Advisors (CCA) as a Vice President in 2024, bringing over a decade of investment banking, entrepreneurship, global strategy development and startup advisory to the table. Jürgen brings to CCA a strong focus on early and growth-stage tech and consumer businesses.

Jürgen has developed years of experience in scaling businesses and driving high-impact growth strategies. He has advised a range of companies of different sizes, including growth-stage companies, on go-to-market strategies, revenue models, monetization strategies, and operational execution.

Prior to this, Jürgen worked as an investment banker at BNP Paribas covering the BeNeLux region. Jürgen is a Belgian national based in London.

He supports CCA's coverage of Global Clients, Growth and Consumer Tech verticals.

Your Dedicated Team

John Azubuike
Sr. Associate

John Azubuike is a Senior Associate at Clarke Capital Advisors. After graduating from Harvard, John began his career as an engineer at the New York Stem Cell Foundation. He then pivoted to covering Tech Investments at a family office before developing his career in Private Equity.

Prior to joining CCA, he was an investor at LLR Partners, Owl Ventures, TCV, and KEC Ventures, where he focused on early- and growth-stage technology investments. As an investor, John specialized in working through operational, technical and regulatory hurdles with management teams.

John holds an MBA from The Wharton School, an MPA from the University of Pennsylvania, and a bachelor's degree from Harvard University.

Your Dedicated Team

Norman Xiong
Associate

Norman is an Associate at Clarke Capital Advisors. After graduating Princeton, summa cum laude with a degree in Economics, Norman rose up as a Consultant at Boston Consulting Group in New York, where he advised financial institutions, asset managers, and insurers on operational topics including pricing, growth strategy, process improvement, distribution strategy, due diligence, ESG, and regulatory response.

Norman specializes in business plan development, pricing optimization and financial modelling for firms of various sizes in the FinTech vertical.

Your Dedicated Team

Tim Hsia
Associate

Tim Hsia is an Associate at Clarke Capital Advisors. He spent time at UBS, supporting ultra-high-net-worth private wealth management and risk, before joining Goldman Sachs where he focused on credit risk and capital requirements for the firm's OTC derivatives and margin lending.

Tim has developed a focus on operations and risk during his time at Goldman Sachs. He has a history of helping Tech companies optimize their business plan development and their risk strategies.

Tim has a passion for helping Banks and FinTech firms improve business processes and automation with cutting edge technologies.

Your Dedicated Team

Enes Ertekin
Analyst

Enes is an Analyst at Clarke Ca
in business development and st
startup focused on democratizi
later moved into corporate deve
technology company, supportin
then joined a boutique advisory
and capital raising transactions

Most recently, Enes was a Strat
technology company, where he
fundraising, and broader corpor

Enes holds a Bachelor of Commerce from the University of British Columbia in Vancouver, Canada.

How DigeXe is ahead of Larry Fink's 2025 annual letter vision

Tokenization = Democratization

"Tokenization changes all that. If SWIFT is the postal service, tokenization is email itself - assets move directly and instantly, side stepping intermediaries."- Larry Fink

DigeXe is a leader in democratized market access through the world of digital trading:

1) Tokenization of real-world assets - DigeXe allows companies to issue digital tokens that represent real world assets.

2) Real-time settlement - DigeXe uses blockchain technology to process orders with more speed and efficiency.

3) Diverse assets - DigeXe supports a wide range of assets, offering both institutional and individual investors holistic diversification on a single platform.

Opening up access to private markets

"Assets that will define the future data centers, ports, power grids, the world's fastest growing private companies aren't available to most investors...The reason for the exclusivity has always been risk. Illiquidity. Complexity." -Larry Fink

DigeXe dismantles these barriers by providing:

1) Democratized yield - Tokenization lowers legal, operational, and bureaucratic barriers to entry.

2) Global access - Digital offerings are not subject to geographical constraints and can reach a global audience.

3) 24/7 Liquidity - Fractional ownership increases liquidity.

4) Reduced complexity and costs - Digital exchanges reduce complex and time-consuming regulatory requirements.

Platform to compete against giants (Blackstone, Apollo, KKR)

Need for a market platform - There's currently no modern digital marketplace for these tokenized assets to be traded, discovered, and accessed in a dynamic, liquid, and democratized way.

DigeXe acts as a new and independent distribution layer that investors can directly access.

1) Digital capital markets layer - DigeXe provides a direct platform to compete against Blackrock.

2) Retail and global reach - DigeXe enables these firms to bypass legacy broker-dealer models and reach a broader investor base.

3) Leveling the playing field - By leveraging DigeXe, firms no longer need to depend on BlackRock's ecosystem to access capital.

Unlocking Value in Public Markets

Lower costs, greater access

Traditional exchanges have high listing fees and compliance costs (~$270K+ on Nasdaq + yearly fees). DigeXe leverages blockchain to cut intermediaries, reducing costs and making public markets accessible to mid-sized companies.

24/7 global liquidity

Unlike stock markets with limited hours, DigeXe enables round-the-clock trading across time zones. This enhances liquidity, improves price discovery, and allows seamless global investor participation.

Political tailwinds

The U.S. is shifting toward a more crypto-friendly stance, with the Trump administration actively exploring supportive regulations, including a national digital asset reserve. This regulatory momentum strengthens the case for digital securities platforms.

The right time

Tokenized securities are gaining mainstream traction. JPMorgan, BlackRock, and Goldman Sachs are already investing in tokenized finance, signaling that institutions are ready for blockchain-based capital markets. DigeXe enters at a pivotal moment.

Key investor considerations for digital assets

Digital asset regulations vary by jurisdiction and can change unexpectedly, impacting DigeXe's operations and investor confidence. Managing compliance across multiple markets is complex, and past crypto ventures have struggled with regulatory shifts.

DigeXe operates under Bermuda's Digital Asset Business Act (DABA), a clear framework aligned with global AML/KYC standards. Proactive engagement with regulators helps ensure long-term stability and adaptability.

As a new exchange, DigeXe must ensure sufficient trading activity to attract issuers and investors. Low initial liquidity can deter participation, potentially impacting the platform's ability to establish itself as a trusted marketplace.

DigeXe is securing institutional market makers and liquidity providers to support early trading. It can also onboard mid-market companies with investor interest to boost activity. Incentives like reduced fees or trading rewards may further drive participation

The digital asset exchange market is competitive, with crypto platforms and traditional stock exchanges (e.g., NASDAQ exploring blockchain) entering the space. Investor confidence may also be affected by past failures like Bittrex's 2023 bankruptcy

DigeXe stands out by focusing on regulated digital securities under Bermuda's BMA oversight rather than unregistered crypto tokens. Targeting mid-sized companies through IDOs, it fills a market gap and establishes itself as an early mover in tokenized securities while avoiding direct competition with major incumbents

Why Hired

Independent advice

Boutiques now capture 50% of advisory fees in Europe, outperforming full-service banks. Unlike large banks that push deals to cross-sell financing, we provide independent, conflict-free advice, ensuring client value comes first.

Global and relevant experience

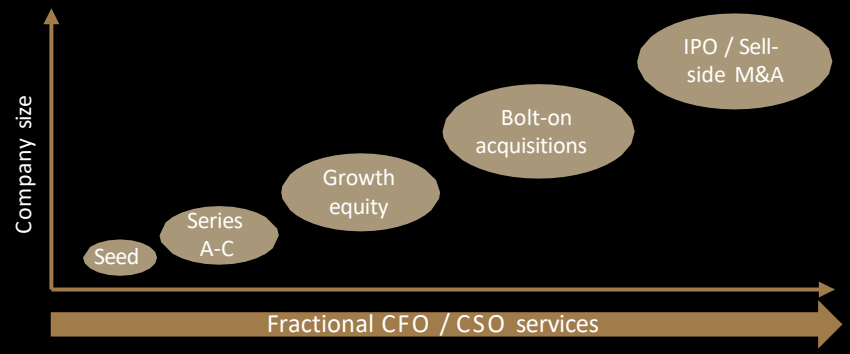
Our global team brings deep expertise in Technology and FinTech—sectors where nuanced industry knowledge drives better outcomes.

Aligned interests

We invest alongside our clients, often taking stakes in the companies we advise. Our success is tied to yours, ensuring true alignment rather than transactional relationships.

Founder focused approach

We specialize in working with owner-operator CEOs, bringing the focus and entrepreneurial mindset that boutique firms are built on. Long term relationships are at the core of what we do.

Full lifecycle advisory

From planning and growth to capital raises and exits, we stay by your side throughout your company's lifecycle, offering long-term strategic guidance beyond a single deal.