

TOKENISATION: UNLOCKING DIGITAL INVESTMENTS AND NEW DISTRIBUTION OPPORTUNITIES

Simon Keefe, Head of Digital Solutions, Calastone

AGENDA

INVESTORS TRENDS

RETAIL VERSUS INSTITUTIONAL

CURRENT STATE OF THE MARKET

CASE STUDIES

LOOKING FORWARD

TODAY

INVESTOR TRENDS	MARKET GROWTH	TECHNOLOGY	REGULATION/MACRO ENVIRONMENT
Wealth transfer	Private markets / alternatives growth	DLT/Blockchain	Cost/fee pressure
Customisation/ Personalisation	ESG	Machine learning	Cybersecurity
Robo advice	D2C channels	Tech integration	Market consolidation
Passive investment growth	Big tech entrants	Big data	
Digital assets / Tokenisation	Digital assets / Tokenisation		
AI			

TODAY

INVESTORSTRENDS	MARKET GROWTH	TECHNOLOGY	REGULATION/MACRO ENVIRONMENT
Wealth transfer	Private markets / alternatives growth	DLT/Blockchain	Cost/fee pressure
Customisation/ Personalisation	D2C channels	Machine learning	Cybersecurity
Digital assets / Tokenisation	Digital assets / Tokenisation	Tech integration	Market consolidation
		Big data	

TRANSFER OF WEALTH



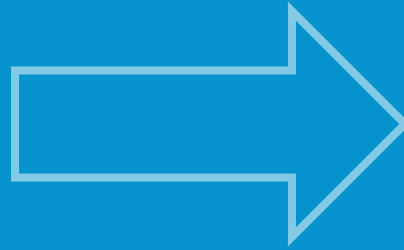
\$68TRN



EVOLVING INVESTMENT LANDSCAPE

ACCESS TO CRYPTO INVESTORS

EVOLVING INVESTMENT LANDSCAPE



INSTITUTIONS
LEAD THE WAY

INSTITUTIONAL – THE KILLER USE CASES

MONEY MARKETS



DIGITAL
TREASURER



STABLE
COIN



COLLATERAL

CURRENT STATE OF MARKET / EARLY MOVERS

EARLY MOVERS

MANUFACTURERS

ADMINISTRATORS

BRIDGE/WALLET
PROVIDERS

DLT FRAMEWORKS

DISTRIBUTORS



FUND vs UNITS ?

RETAIL CASE STUDY

WISDOM TREE



GENERIC ETFs

RETAIL CASE STUDY

WISDOM TREE



GENERIC ETFs

GOLD / BITCOIN / ETHER

FUNDS

EQUITIES / FIXED INCOME / MONEY MARKETS



INSTITUTIONAL CASE STUDY

BLACKROCK & FRANKLIN TEMPLETON

BlackRock

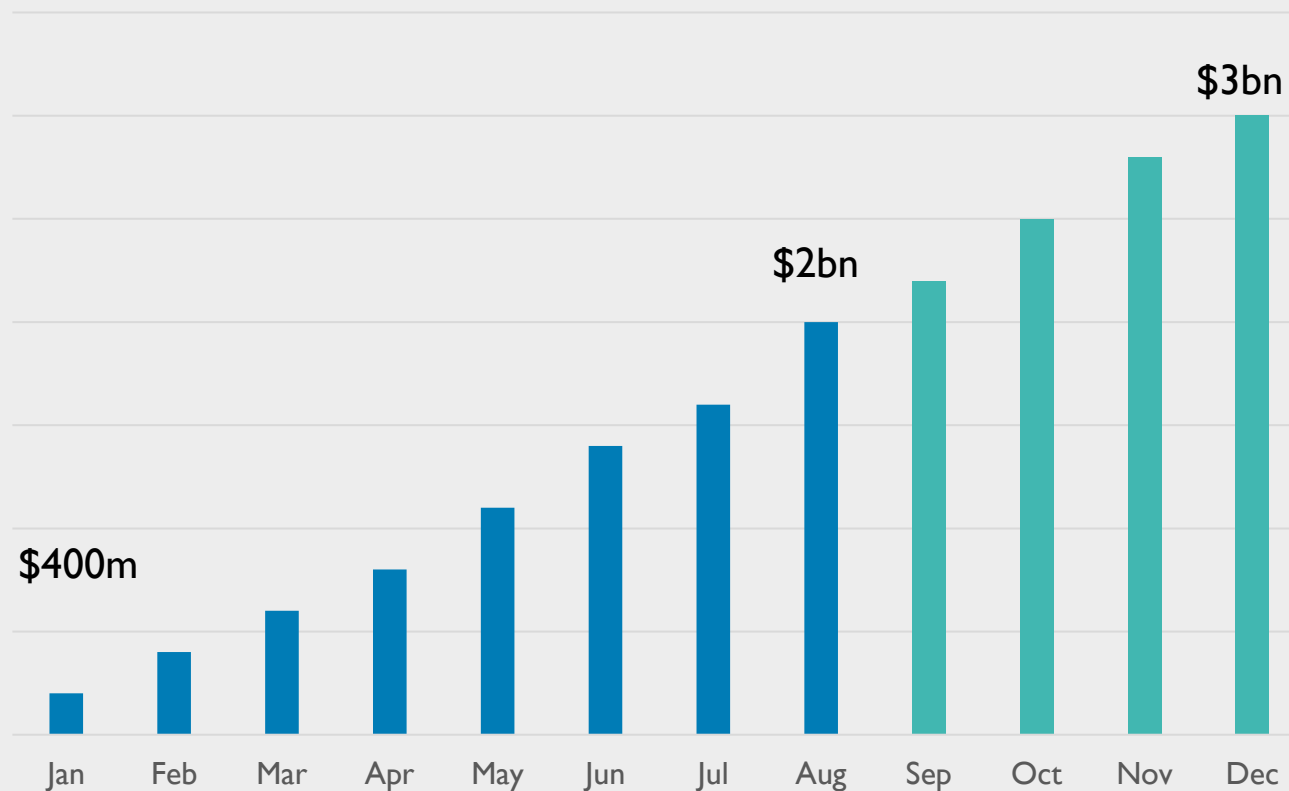
>\$500m  ethereum



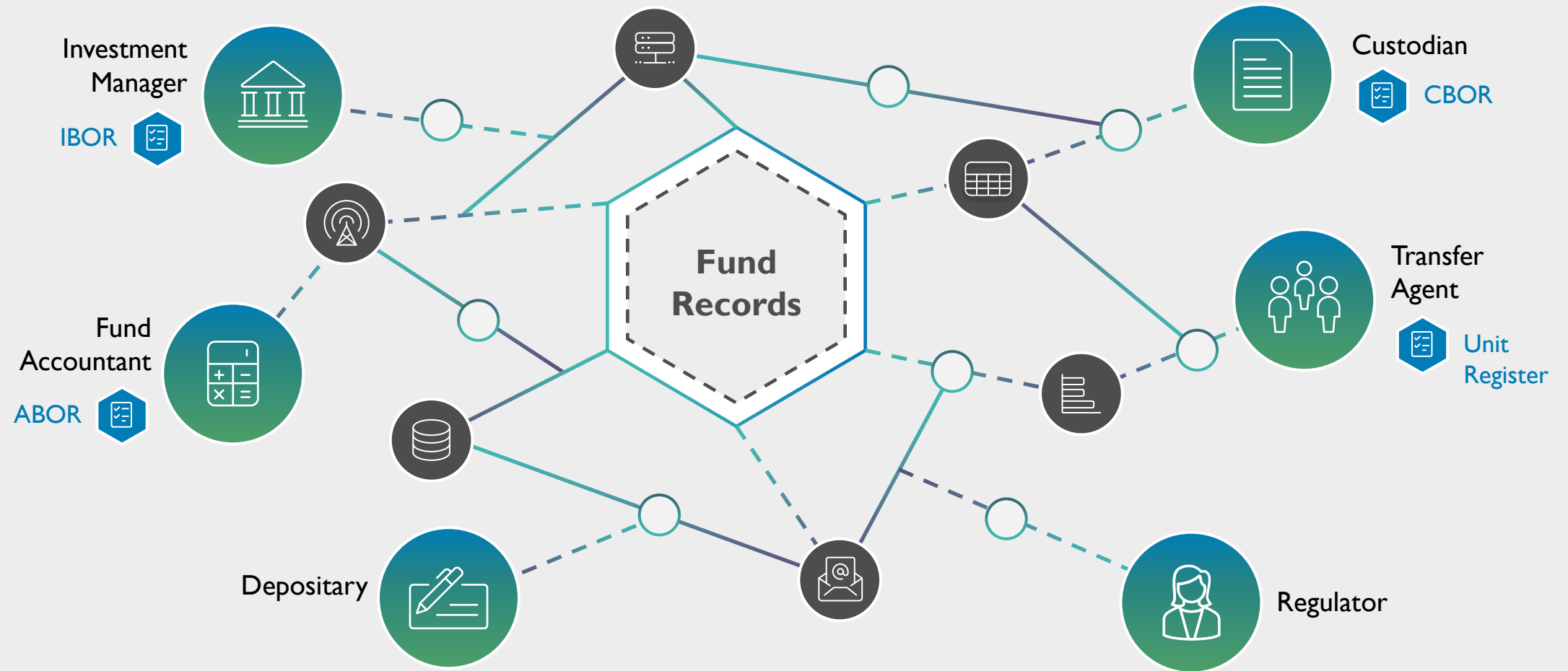
**FRANKLIN
TEMPLETON**

>\$400m  Stellar  ARBITRUM
 polygon  AVALANCHE

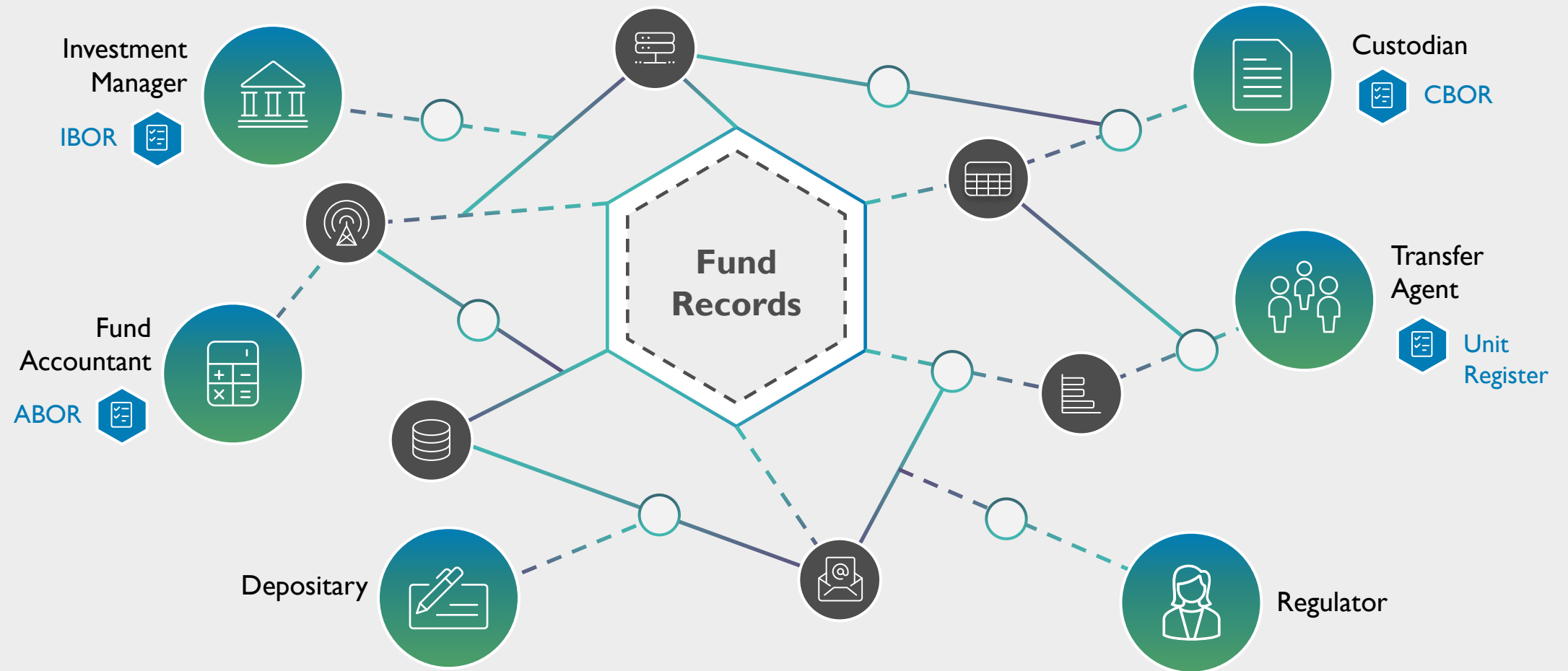
ASSETS UNDER MANAGEMENT GROWTH OVER 2024



TODAY'S FUNDS INDUSTRY

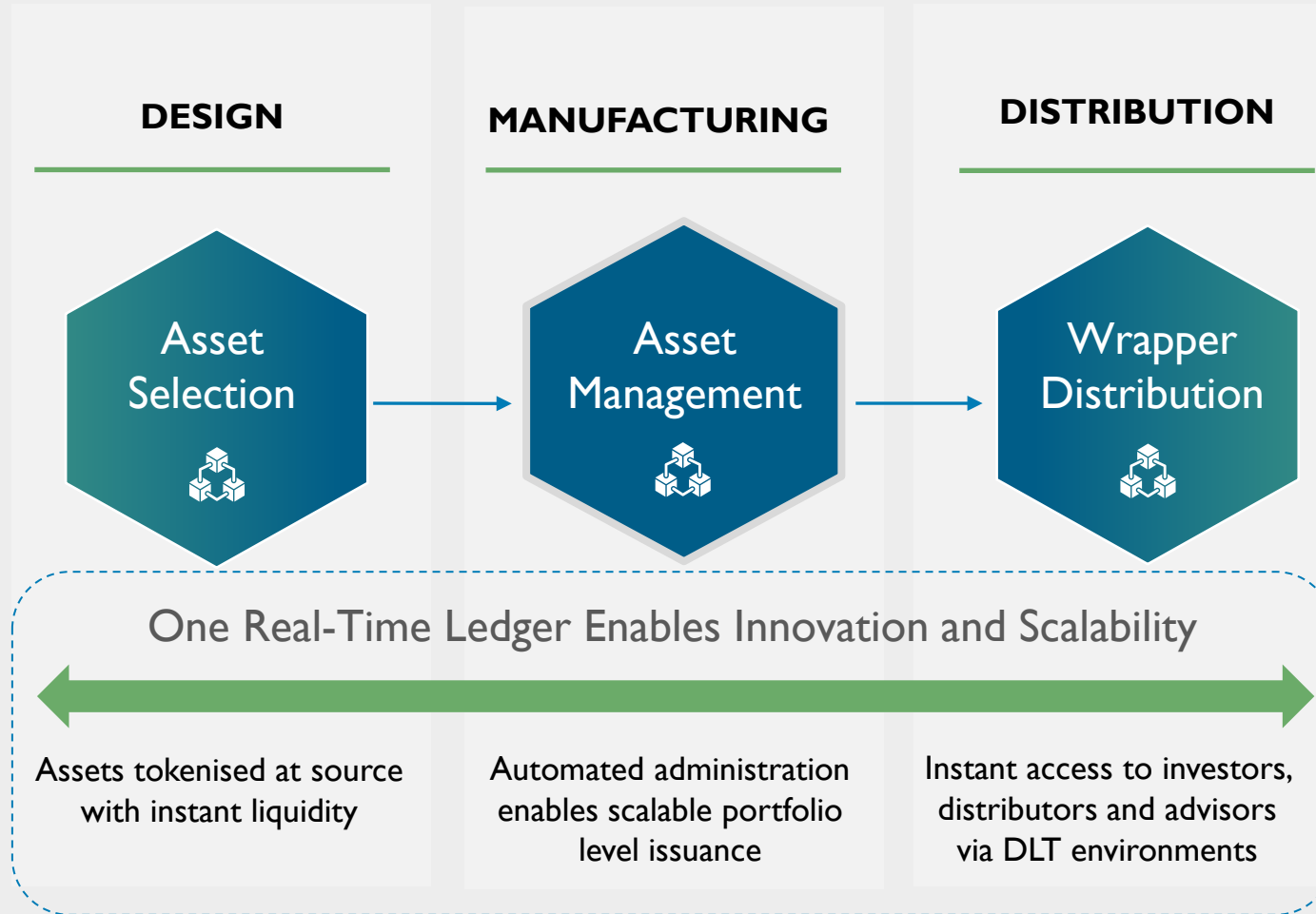


TODAY'S FUNDS INDUSTRY

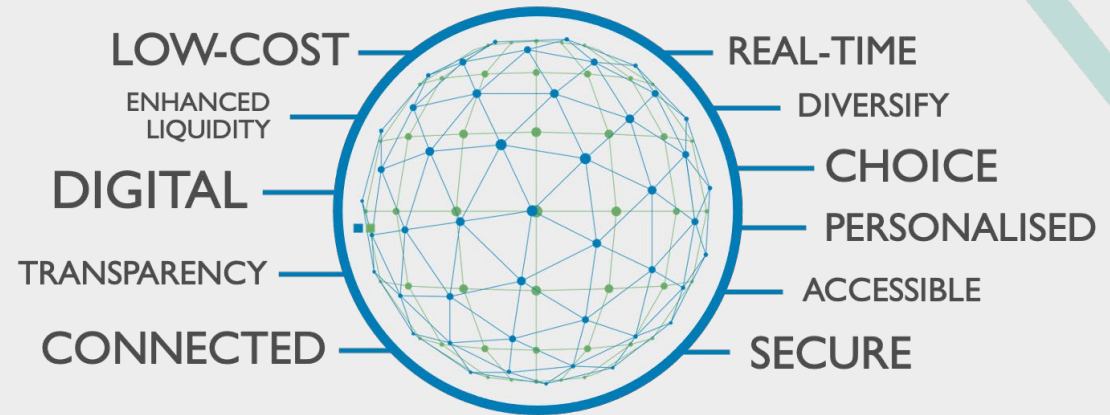


A TOKENISED END STATE PROMISES A NEW PARADIGM

A SIMPLIFIED ECO-SYSTEM TO PROVIDE SCALE ISSUING PRODUCT AND MEETING CLIENT DEMANDS



DIGITAL FUTURE



PRODUCT
ADVANCES

OPERATIONAL
SUPPORT

DYNAMIC
DISTRIBUTION
CHANNELS

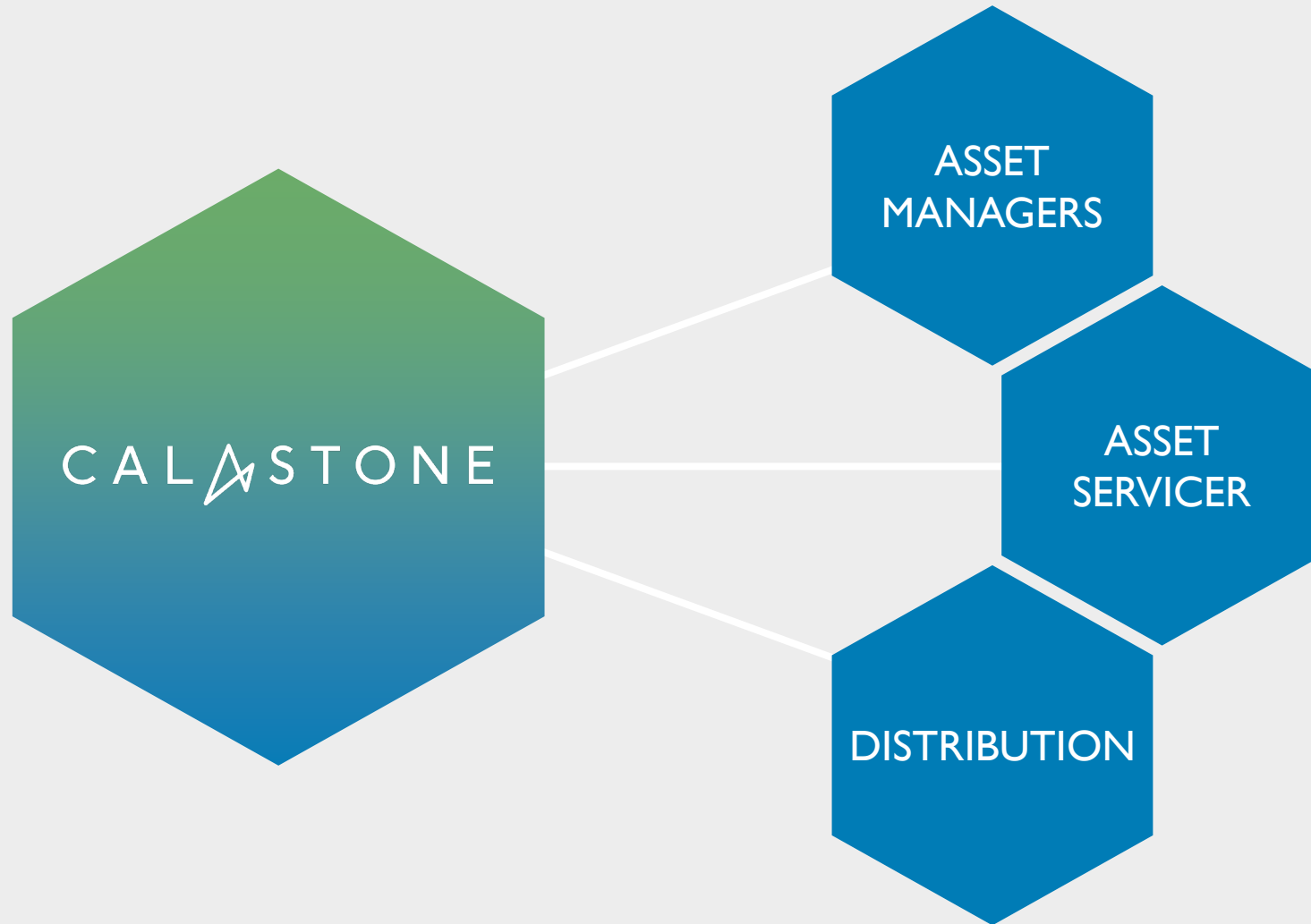
SCALABILITY

PERSONALISATION /
FLEX IN PROPOSITION

SUPPORTIVE REGULATORY
ENVIRONMENT

ECO-SYSTEM OF
PARTNERS

CAPABILITY TO CONNECT TO NEW DISTRIBUTION VENUES



CAPABILITY TO CONNECT TO NEW DISTRIBUTION VENUES



DLT FRAMEWORKS

PUBLIC



HYBRID



DISTRIBUTORS

 kraken

coinbase



ADDX



 SYGNUM

GS DAP™



FINASTRA

 BINANCE

AMINA



iCapital.



Sella

 Tokenized Collateral Network

FIS

CALASTONE DIGITAL INVESTMENTS

