

# WHY ARE FINANCIAL INSTITUTIONS OFFERING CRYPTO ASSETS TO CLIENTS?



CRYPTO FINANCE

## To give them access to new financial products

- Increasingly, clients understand that crypto assets are here to stay.
- Banks can offer unbiased alternatives for diversification with regulatory-compliant crypto assets.

## To fulfil increasing demand

- Not all existing banking products are a good fit for all risk profiles. Investors are becoming more diverse and informed, and more private and institutional clients are requesting exposure to this new asset class.

## To gain access to new clients

- Many clients, especially next-generation clients, feel unsatisfied with the variety of investment opportunities at their bank, and they are looking elsewhere to invest in new asset classes.
- Crypto assets offer a huge opportunity to reach new client segments.

## To cross-sell

- Net new assets can be added by appealing to new players with significant crypto asset wealth, who now want access to traditional financial services for diversification.

# WHY IS NOW THE TIME FOR SMART FIRST FOLLOWERS?

## There is regulatory clarity for crypto assets

- Rules, regulations, and regulated counter-parties, such as the Crypto Finance Group, are now in place in Switzerland and many other countries.

## Providing access to crypto assets is easy

- Your clients already meet your KYC requirements; no further due diligence is necessary.
- Crypto assets are booked and reported as part of your clients' existing portfolios.
- Getting advice from the team at the Crypto Finance Group can help you meet your clients' needs and the technological capabilities for crypto assets. In turn, your clients can participate in the market without the risks associated with the self-custody of private keys.

## Custody is one of your core pillars

- Clients still approach banks first to safeguard their valuables. Currently, this generally does not include crypto assets or valuables made transferrable and tradeable via tokenisation.
- And, as more and more assets become tokenised, you hedge against the loss of assets.

## The rewards grow faster during early adoption

- If you do not meet your clients' needs, others will: fear of missing out (FOMO).
- While smaller agile banks currently lead in crypto asset integration and generate significant revenues, larger banks can succeed and "catch up" leveraging their existing economies of scale.
- For crypto assets, the time is now to challenge the innovators: in this phase of early adoption, the rewards are set to grow at an accelerated pace.

## Be open to technology

- The tokenisation of traditional assets is already underway; keeping your expertise relevant remains decisive.
- An understanding of both the opportunities and the challenges of crypto assets reduces the risk of declining net new assets and a loss in client trust.
- By offering crypto assets, you accelerate in-house blockchain expertise and familiarity.

## Get in touch with us to discuss investing in crypto assets or to receive information about our services.



**Crypto Finance AG**

Bahnhofplatz, 6300 Zug, Switzerland



info@cryptofinance.ch



+41 41 545 88 22



cryptofinance.ch

**Disclaimer:** This document is provided to you by Crypto Finance AG for informational purposes only, and contains information that may not be publicly distributed, or used by you, or any third parties without Crypto Finance's prior written consent. All figures and numerical representations appearing in this document have not been audited and any references are indicative only. Although all information and opinions expressed in this document were obtained from sources believed to be reliable and in good faith, no representation or warranty, express or implied, is made by Crypto Finance as to its accuracy or completeness. Crypto Finance and any of its affiliates make no guarantee, assurance, or representation as to the expected or projected success, profitability, return, savings, performance, result, effect, consequence, or benefit (either legal, regulatory, tax, financial, accounting, or otherwise) of any instrument, product, strategy or service described here in this document.