

PUBLICLY LISTED ON TSX.V: **BTCW**

PRESS KIT



BITCOIN WELL

SEPTEMBER 2021
BITCOINWELL.COM

BACKGROUNDER

OVERVIEW

Bitcoin Well offers convenient, secure and reliable ways to buy and sell bitcoin through a trusted Bitcoin ATM network and suite of web-based transaction services. The Company generates revenue and is the first publicly traded Bitcoin ATM company in the world², with an enterprising consolidation strategy to deliver accretive and cost-effective expansion in North America and globally. Bitcoin Well brings deep operational capabilities that span the entire value chain, along with access to proprietary, cutting-edge software development that supports further expansion.

HIGHLIGHTS

- Trusted Bitcoin ATM network and web-based transaction services with a focus on improvement, supported by proprietary, industry-leading software.
- Non-custodial business model, reducing risk and improving security to buyers, sellers and shareholders.
- Existing infrastructure, robust working capital and positive cash flow can support significant and rapid scale without significant capital outlays.
- Executing an enterprising consolidation strategy to deliver accretive, cost-effective and continued profitable expansion.
- Enabling investors to capitalize on the benefits of bitcoin without direct exposure to currency volatility risk.

UNIQUE

Positive Revenue and Margins

- Revenue generations driven by transactions supports continued expansion and Ghostlab software development¹
- 5% -18% gross profit margins (based on 2020 and 2021 results)

Trusted

- Fastest and safest way to buy and sell bitcoin
- Longest-serving, founder-operated bitcoin ATM company in Canada²

High-Growth

- Organic expansion + acquisitions
- Fragmented market is ripe for consolidation

Market-Leading

- Non-custodial model
- Proprietary software development through Ghostlab¹
- Maximize revenue per machine driving robust returns



¹ The acquisition of Ghostlab by Bitcoin Well closed on September 13, 2021.
² Based on management's assessment of public data.

1 WHAT IS BITCOIN WELL'S CORE BUSINESS?

Bitcoin Well provides the fastest and safest ways to buy and sell bitcoin through a trusted bitcoin ATM network and web-based transaction services. We generate revenue and are poised for significant future growth through our enterprising consolidation strategy to deliver accretive and cost-effective expansion in North America and globally.

2 HOW DOES BITCOIN WELL MAKE MONEY?

We use a tiered commission structure ranging from 0% to 18% of the transaction size depending on volume and method of payment. We also, in some cases, charge a fixed fee.

3 HOW DOES BITCOIN WELL DIFFER FROM EXCHANGES LIKE COINBASE?

Not only are we the world's first publicly-traded Bitcoin ATM company and Canada's longest-serving, founder-operated bitcoin ATM company¹, but we also have:

- A non-custodial transaction model, offering reduced risk for buyers, sellers and corporate stakeholders;
- Industry-leading transaction security (fraud protection);
- A team who brings deep operational capabilities spanning the entire value chain, with a proven track record of acquisitions and scalability;
- A suite of diversified transaction services; and
- Secured valuable relationships with key vendors who are transacting in bitcoin and other cryptocurrencies.

4 HOW COMMON IS THE USE OF BITCOIN AND OTHER CRYPTOCURRENCIES?

"There's no question the pandemic has had many consequences. One of those is it's accelerating the digital economy, and in that context a digital currency – the case for a digital currency becomes more compelling."

- Tiff Macklem, Governor, Bank of Canada
GlobalNews.ca; April 21, 2021

Bitcoin Well's business model is centered around creating value through facilitating transactions in bitcoin and other cryptocurrency – whether through an ATM, online, wallet usage or supplying merchant payment solutions. As awareness, adoption and usage continues to expand globally, so do the opportunities for Bitcoin Well.

5 WHERE IS BITCOIN WELL LOCATED?

Our corporate headquarters is located at:
10142 82 Avenue NW
Edmonton, AB T6E 1Z4
Canada

6 IS BITCOIN WELL A PUBLICLY TRADED COMPANY?

Yes – Bitcoin Well's shares are traded on the TSX Venture Exchange (TSXV) under the ticker symbol "BTCW".

¹Based on management's assessment of public data.

7 WHERE CAN I BUY BITCOIN WELL SHARES?

Shares must be purchased through a registered broker/dealer. You need to contact a broker to obtain information and instructions on how to purchase shares.

8 WHEN WAS BITCOIN WELL FORMED?

We were established by Adam O'Brien, Bitcoin Well's current President & CEO, in 2013 and have realized tremendous growth since then.

9 HOW LONG DOES IT TAKE TO GET MY BITCOIN?

Time between depositing funds into our ATM and bitcoin delivery to the customer's wallet is anywhere from 8 seconds to 20 minutes. Bitcoin Well uses transaction batching, however, customers can pay for their individual transaction if they want bitcoin delivered faster.

10 WHY IS IT SAFE TO BUY BITCOIN WITH BITCOIN WELL?

- We never hold client funds on their behalf in a transaction.
- Longest-serving founder-operated Bitcoin ATM company in Canada.
- Superior security practices and policies to eliminate the potential for fraud wherever possible.

11 HOW DO I CONTACT BITCOIN WELL FOR MEDIA RELATED QUESTIONS?

Karen Smola

Director of Marketing

Tel: 587-735-1570

k.smola@bitcoinwell.com



BACKGROUND

Bitcoin Well (the “Company”) offers convenient, secure and reliable ways to buy and sell bitcoin through a trusted Bitcoin ATM network and suite of web-based transaction services. The Company generates revenue and based on management’s assessment of publicly-available data, is the first publicly traded Bitcoin ATM company in the world, with an enterprising consolidation strategy to deliver accretive and cost-effective expansion in North America and globally.

200+ MACHINES IN USE

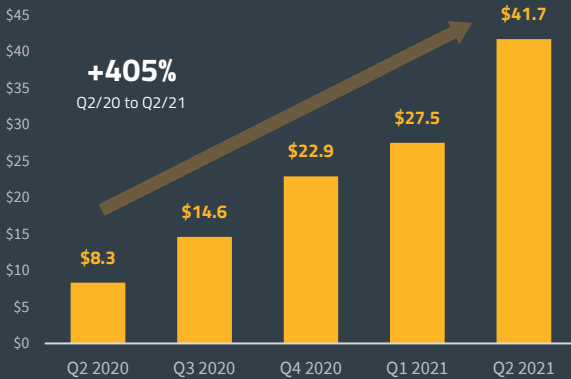
TSX.V: BTCW WORLD'S FIRST PUBLICLY TRADED BITCOIN ATM COMPANY*

NON-CUSTODIAL REDUCES RISK TO BUYERS, SELLERS & SHAREHOLDERS

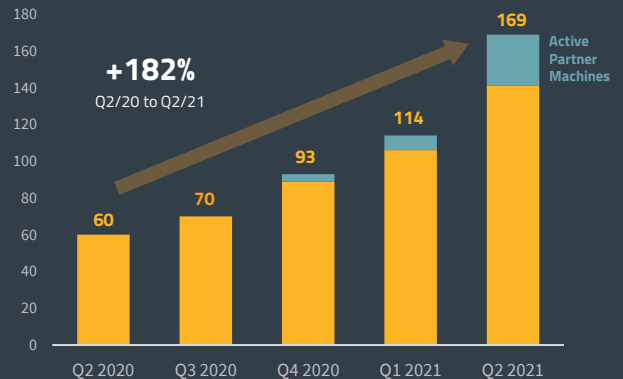


FINANCIAL HIGHLIGHTS

REVENUE
(\$Millions)



ATM COUNT²
(Total ATM Deployment)



GROWTH STRATEGY



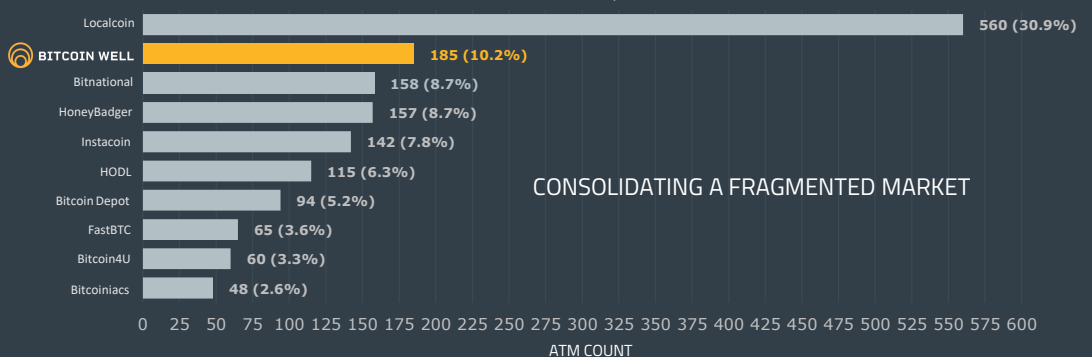
ACCRETIVE ACQUISITIONS

CONTINUOUS ATM DEPLOYMENT

EXPANDED ONLINE & IN-PERSON SERVICES

ENHANCED SOFTWARE DEVELOPMENT

CANADIAN ACQUISITION OPPORTUNITY LANDSCAPE (Canadian based ATMs only)



THE BITCOIN WELL OPPORTUNITY



POSITIVE REVENUE & MARGINS

- 5% - 18% average gross profit margins
- Revenue generation driven by transactions supports continued expansion and Ghostlab software development³



TRUSTED

- Fastest and safest way to buy and sell bitcoin
- Longest-serving, founder operated Bitcoin ATM company in Canada



HIGH-GROWTH

- Growing through organic expansion + acquisitions
- Fragmented market is ripe for consolidation



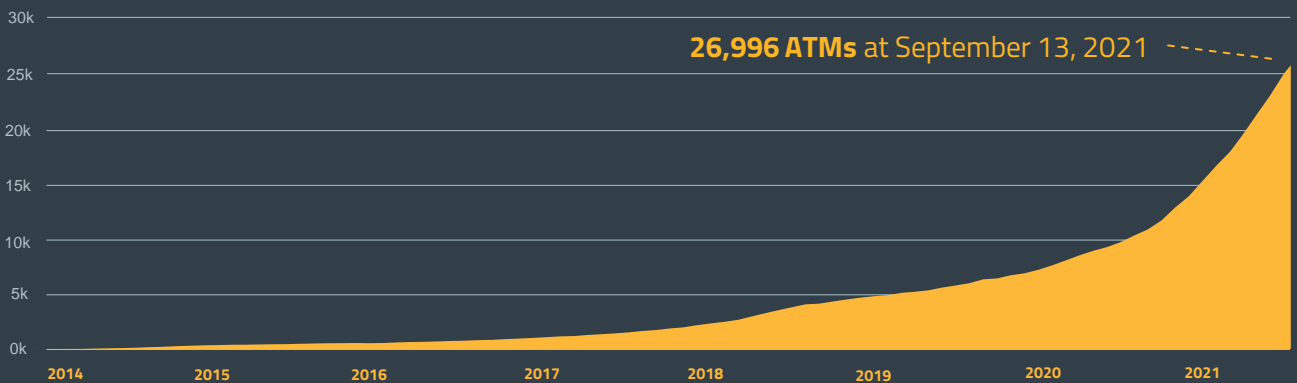
MARKET LEADING

- Non-custodial model
- Ghostlab brings proprietary software development³
- Maximize revenue per machine, driving robust returns

CORPORATE & INDUSTRY HISTORY

Global Bitcoin ATM Installations

• Source: coinastradar.com/charts/growth



2013

- Bitcoin Solutions is founded by Adam O'Brien

2017

- 15 ATMs in use
- Hired first employee
- Dec 2017 was highest grossing month with \$4M in sales

2019

- 40 ATMs in use
- Expansion into eastern Canada, growth through acquisition
- Web-based platform established
- \$18M in sales

2020

- 95 ATMs in use
- Closed 3 acquisitions
- Commenced go public process
- Strengthened internal team & capabilities
- \$52M in sales

2021 & BEYOND

- 200+ ATMs in use
- Acquired Ghostlab, expanding BTCW's future potential SaaS revenue stream³
- 35,000 square foot HQ announced in Edmonton to support rapid growth, foster innovation and collaboration
- Became publicly listed on TSXV under 'BTCW'
- Brokered private placement of \$7M to accelerate global expansion, pursue synergistic acquisitions and support working capital
- Opened a Calgary office for 'Over-the-Counter' appointment-based transaction services
- \$69M in year-to-date sales at end of Q2

MANAGEMENT

Adam O'Brien
Founder & CEO

Luke Thibodeau CPA, CAMS
Interim CFO

Dave Bradley
Chief Revenue Officer

BOARD

Julian Klymochko CFA
Chairman
Accelerate Fintech

Eric Sauze CFA, CA
JAG Flocomponents

Carman McNary Q.C., ICD.D., LLD (Hon)
Counsel, Dentons

Alice Reimer MBA
Creative Destruction Lab

Michèle McCarthy LLM, ICD.D
Independent Review Inc.

Adam O'Brien
Founder & CEO

Dave Bradley
Chief Revenue Office



BITCOINWELL.COM



EDMONTON + CALGARY



1.888.711.3866



IR@BITCOINWELL.COM

¹ Based on management's assessment of publicly-available data.

² ATM count includes both Canada and UK based machines, including active partner machines, as at the end of each respective quarter.

³ The acquisition of Ghostlab by Bitcoin Well closed on September 13, 2021.



ADAM O'BRIEN
FOUNDER & CHIEF EXECUTIVE OFFICER

Adam is an established leader in the field of cryptocurrency with a passion for teaching about the benefits of bitcoin.



LUKE THIBODEAU, CPA, CAMS
INTERIM CHIEF FINANCIAL OFFICER

Established accounting professional with unique finance background, and hands-on support taking Bitcoin Well public



DAVE BRADLEY
CHIEF REVENUE OFFICER

Dave has a long history of executive leadership and founding of several blockchain and bitcoin-based organizations.

**BOARD
OF DIRECTORS**

JULIAN KLYMOCHKO
CFA - CHAIRMAN
ACCELERATE FINTECH



MICHÈLE MCCARTHY
LLM, ICD.D
INDEPENDENT REVIEW INC.



CARMAN MCNARY
Q.C., ICD.D., LLD (HON)
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ERIC SAUZE
CFA, CA
JAG FLOCOMPONENTS



ALICE REIMER
MBA
FILLIP / CREATIVE DESTRUCTION LAB



DAVE BRADLEY
BITCOIN WELL



ADAM O'BRIEN
BITCOIN WELL

PRESS RELEASES

A full list of Bitcoin Well's historical press releases can be found here: <https://bitcoinwell.com/news/>

NOTEWORTHY MEDIA



What is Bitcoin Well?



CEO Interview: Telling It Like it Is - Peer Guidance



CEO Interview: Alberta Impact with Bryce Lambert



CEO Interview: Take complete ownership of your money

MEDIA ASSETS *Click the resource below for download*

