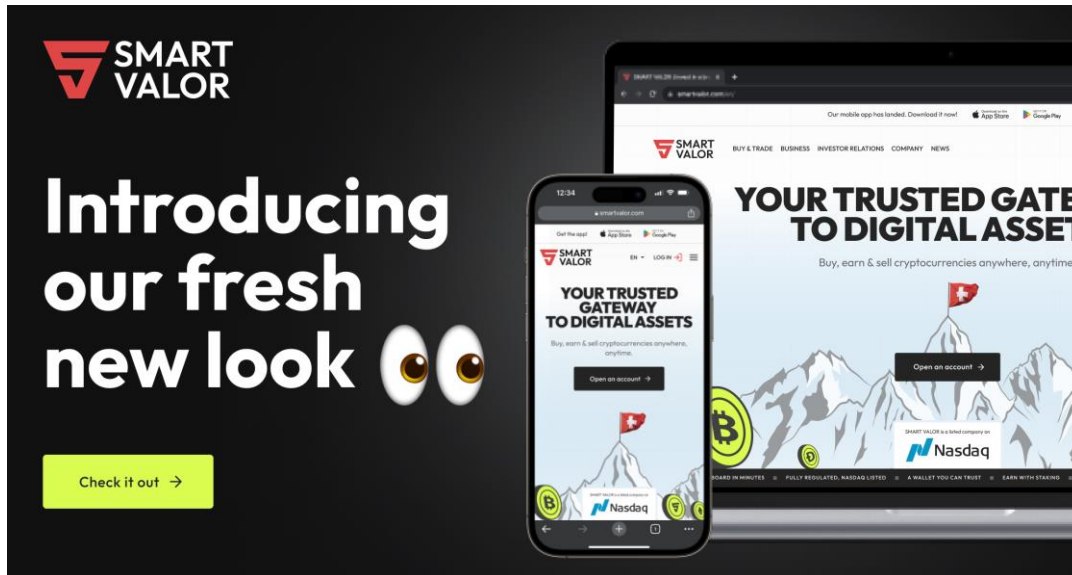


Announcement

SMART VALOR AG, Switzerland

07 September 2023

SMART VALOR announces a rebrand: Introducing a modernized crypto web interface, fresh colors, and accessible fonts



SMART VALOR, the only exchange listed on NASDAQ in Europe announces the first stage of its rebranding. With a focus on user experience and accessibility, these sleek new changes present a redesigned crypto web interface, fresh brand colors, and a selection of accessible fonts.

"Our commitment has always been to provide our users with not just a platform but an experience. This rebranding is a testament to our dedication towards evolving and ensuring our platform is both intuitive and accessible"

"This rebranding signifies the beginning of a new era for SMART VALOR. While these changes are substantial, we want our community to know that this is just the start. Over the upcoming months, we'll be rolling out more enhancements, all aimed at providing unparalleled service," said Olga Feldmeier co-founder & board chairman of SMART VALOR.

Key Highlights of the Rebranding:

- **Redesigned Crypto Web Interface:**
- Enhanced layout for simplified navigation and optimal user flow.
- Revamped dashboard providing users with a quick overview of their portfolio and related news.

New Brand Colors:

- A contemporary color palette that resonates with the evolving digital age.
- The colors have been selected to enhance readability and provide a seamless browsing experience.

- **Accessible Fonts:**
- Fonts have been chosen based on legibility criteria, ensuring content is easily readable for all users, including those with visual impairments.
- Multiple font weights to cater to diverse content presentation needs.

Users are encouraged to log into the SMART VALOR platform to experience the changes firsthand and provide their feedback.

For additional information, please contact

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About SMART VALOR

SMART VALOR is a Swiss company that became the first European digital asset exchange listed on Nasdaq First North. The company's mission is to provide a trusted gateway to blockchain technology for investors and institutions. On the B2C side, it operates a retail digital asset exchange, custody, and asset management. On the B2B side, the company works with banks and fintech companies offering its technology as a white-label Crypto-as-a-Service solution. SMART VALOR was one of the first crypto companies to receive financial intermediary status in Switzerland and to be registered as an exchange and token custodian under the Blockchain Act of Liechtenstein.