

## Announcement

### SMART VALOR AG, Switzerland

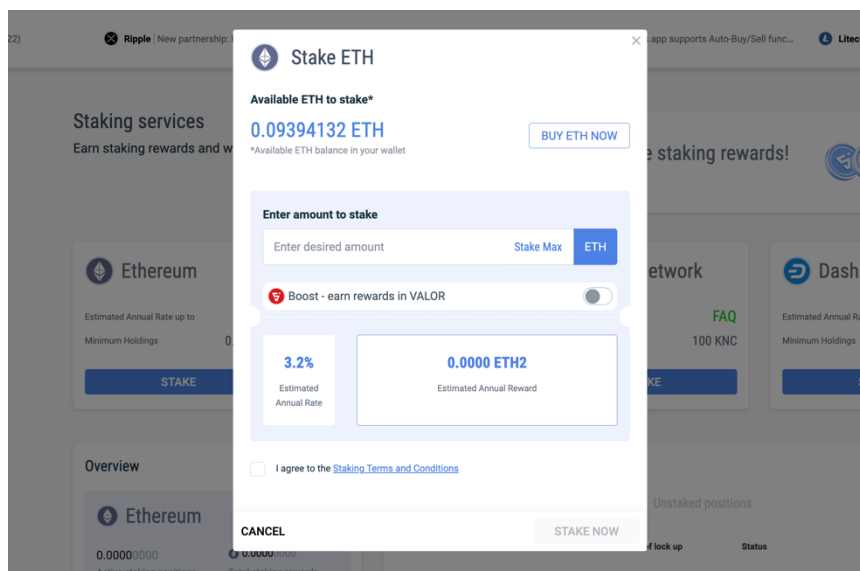
27 September 2022

## SMART VALOR's latest platform updates – new features, ETH staking and technical upgrades

Over the past few months, the tech team of digital asset exchange SMART VALOR has delivered a broad variety of platform developments, both on fundamental infrastructure side and on user interface side, including ETH staking and preparing a major technical platform upgrade.

### Ethereum staking now available on platform

On 23 August, SMART VALOR launched Ethereum staking, which allows its users to stake ETH and earn passive income. This was one of the most highly anticipated recent launches on the SMART VALOR platform. Staking with SMART VALOR is a highly convenient and hassle-free way of earning a passive income with Ether (ETH). The timely update came just as the Ethereum network was preparing for switch from proof-of-work to proof-of-stake resulting in an environmentally friendlier approach to getting rewarded through staking. Users can earn up to 4% per annum in staking rewards and loyal customers who use the native token VALOR for pay outs can “boost” their yield to earn 120% of the staking rewards.



### Preparations for new server infrastructure

This month, SMART VALOR's tech team is taking a big step by migrating the server infrastructure to Amazon Web Services. The AWS cloud solution will allow for easy expansion of the number of environments and scaling of the provision of B2B and B2B2C services. Multiple layers of operational

and physical security ensure the safety of data, which is crucial to operating a digital asset exchange. In addition, the new technology platform offers more flexibility and is more cost-efficient.

### Advanced trading simplified

SMART VALOR’s UX designers are constantly working on improving the touch and feel of the website and features of the trading platform to make navigation smooth and easy for our customers. The latest revisions include the “Advanced Trading” section. We have removed redundant elements and improved some features to make the platform even more convenient to use. Among other things, there are now clickable order book entries to simplify trading when prices fluctuate. Prices are now automatically inserted into the customers’ limit order widget.

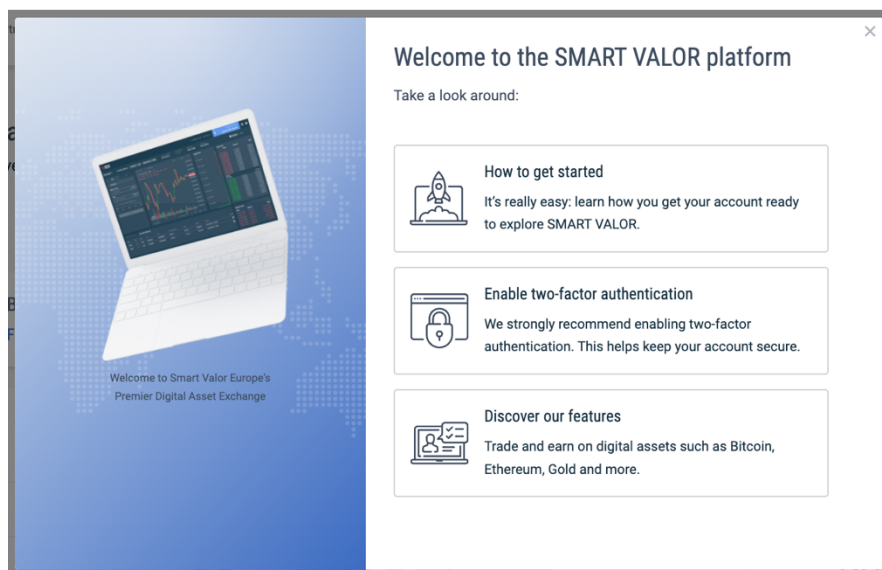


### Revised referral programme

The marketing team is currently testing new approaches to customer referrals. The “Invite a friend” page on the platform has been revised and a new rewards system implemented. Initial tests have been made for a limited time and selected locations. The results are currently being analysed and the programme will be further developed and rolled out to a larger number of users as a next step.

### Smoother onboarding experience

SMART VALOR is known for its seamless onboarding flow that takes less than five minutes from start to finish. More improvements were made, to further streamline the signup process. Among other things, additional guidance for the registration steps has been implemented.



Thomas Felber, Chief Technology Officer of SMART VALOR, stated about this technical update:

“Looking at the last few months I am happy to see that we have delivered such a wide range of platform developments, both on the basic infrastructure and on the user interface side. This is proof that our strategy of building a highly competent tech team and leveraging the funds from the IPO is delivering the results we are aiming for.”

**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.