



Bitay Coin

relaunches with

Private Sale Round 2

powered by

Bitay's Global Expansion



Bitay has achieved 1.1M verified users in less than 3 years in Turkey. Now we are expanding into other markets in the untapped EMEA region with a target of onboarding 7.5M users in 4 years and 12,5M users in 5 years. With our global operations based in Seychelles and local operations in Turkey, the UK, the United States, and UAE we are bringing Bitay's services to users around the world

A PIECE FROM THE FUTURE

WITH BITAY COIN 2ND SESSION

Macro Outlook

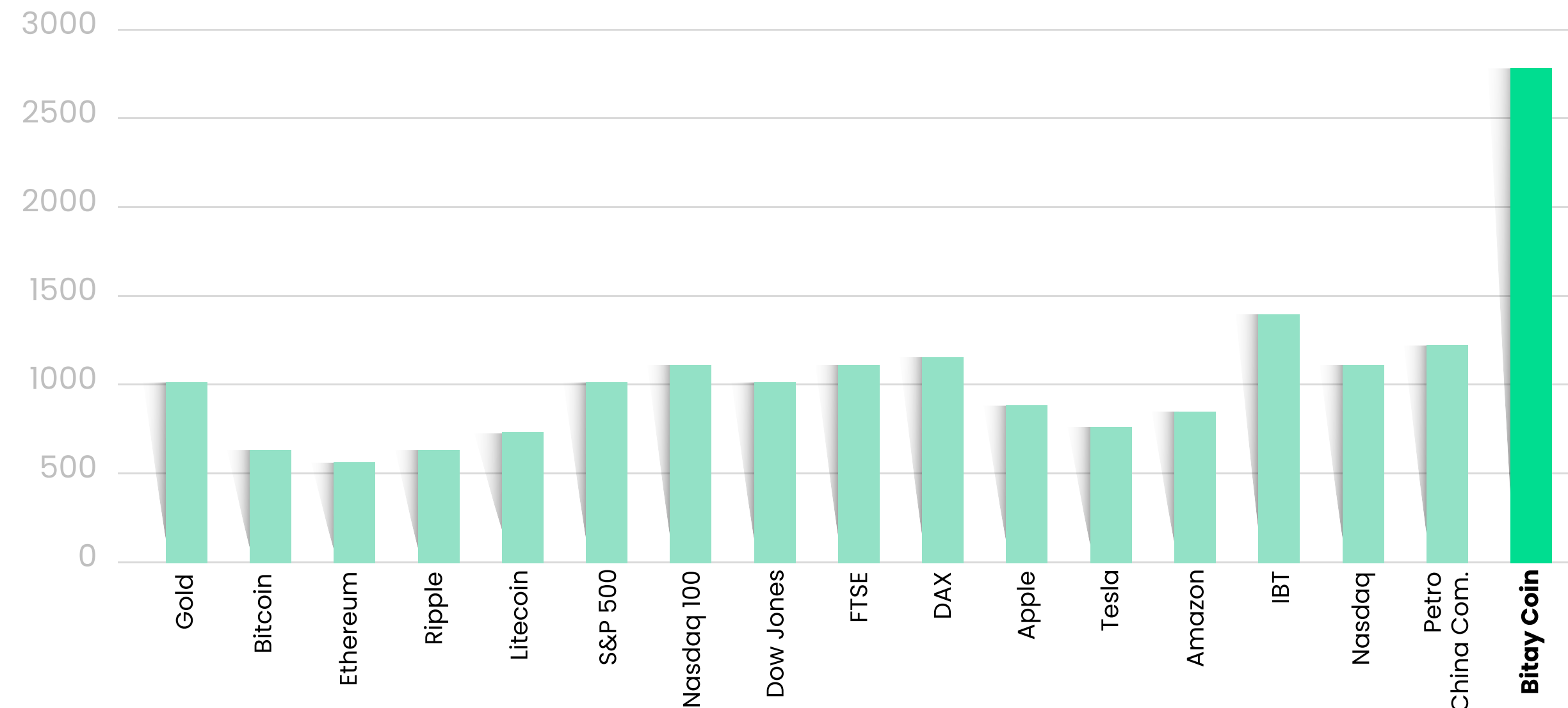
Turkish Regulation: The expected upcoming regulation in Turkey regarding cryptocurrencies is estimated to be in effect in Q3 of 2023. With the regulation, the demand for Turkish local cryptocurrency exchanges is expected to increase as exchanges like Bitay which have been audited by the Turkish authority MASAK multiple times are going to be even more secure and reliable.

Global Regulation: The Regulations for Virtual Assets and Associated Operations 2023 introduce precise criteria to ensure regulation of the virtual asset sector within the framework of VARA in Dubai, encompassing all enterprises providing products and services connected to this industry. In June 2023, the Markets in Crypto Assets Regulation (MiCA) came into effect. This regulation encompasses a range of secondary and tertiary measures that need to be formulated prior to the implementation of the new system, within a timeframe of 12-18 months.

Quarterly Performance

	BITAY	BTC
August 2022	%5.2	%13.9
September 2022	%20	%3.1
October 2022	%4.7	%5.5
November 2022	%23.7	%16.2
December 2022	%27	%3.6
January 2023	%115.7	%39.7
February 2023	%2.6	%1.1
March 2023	%16.7	%23
April 2023	%1.4	%2.7
May 2023	%2.6	%6.9
Overall	%280	%15

One Year Performance Comparison



Thus, Bitaycoin, which gained 72% value on a TL basis, gained 2 to 3 times more value compared to the peer commodities most preferred by Turkish investors

- ▶ Since January 2023, while the average deposit rate was **28%**, Bitay Coin increased by **213%**.
- ▶ An investor who bought at 0.0029 USDT price, which is the lowest point he has seen in a year, would earn 865% on a USDT basis if he sold at 0.028 USDT, which is today's price, and 911% if he sold at 0.0293 USDT, the highest price he saw during the year.

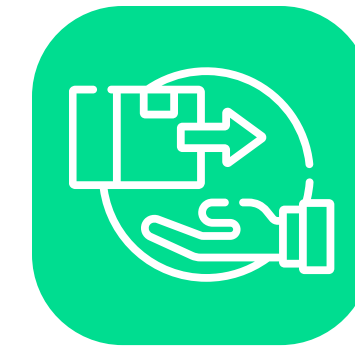
Exchange Coin / Token Performance Comparison	3 Months	6 Months	9 Months	1 Years
Bitay Coin (BITAY)	58,10%	12,0%	146%	180,00%
Binance Coin (BNB)	16,05%	10,78%	31,12%	1,19%
Cronos (CRO)	-13,63%	-50,53%	43,91%	-57,14%
Kucoin (KCS)	-23,00%	-43,20%	-25,27%	-42,07%
Gatetoken (GT)	-4,87%	-21,74%	20,90%	-9,13%
OKX (OKB)	30,50%	95,20%	326,03%	242,1%
Huobi Token (HT)	-19,73%	7,58%	-30,22%	-54,19%

Major Tools Performance Comparison	3 Months	6 Months	9 Months	1 Years
Bitay Coin (BITAY)	58,10%	12,0%	146%	180,00%
Bitcoin	-12,76%	-23,14%	7,53%	13,35%
Ethereum	18,99%	-2,34%	33,38%	34,68%
Gold	-9,17%	-3,05%	4,69%	6,82%



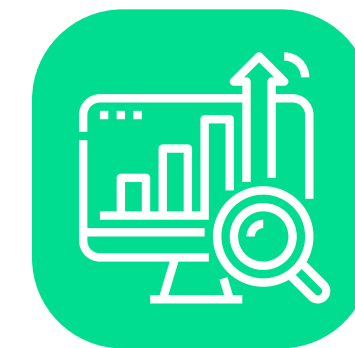
Trends&Examples

- ▶ **15.336.180,59** Bitay coin have been rewarded to Bitay users
- ▶ Bitay coin reached **91.141** wallets and currently is being held in **79.874** wallets.
- ▶ There are **235.641.251,78** Bitay coin currently in circulation
- ▶ Bitay Coin has been on the watch list of **12,213** users on the Coinmarketcap site and has become a cryptocurrency that domestic and foreign investors are interested in.



Supply & Demand

- ▶ The supply for Bitay coin is fixed. With the upcoming expansions in Bitay Global, the demand for Bitay coin is going to broaden exponentially, reaching Europe, MENA and the USA. This strategic positioning puts the demand for Bitay coin on a path to reach more people



Growth Strategy

- ▶ Bitay coins ecosystem with the coming of Bitay+ program is going to its second phase.
- ▶ Stablecoin
- ▶ Bitay Global's expansion will provide numerous opportunities for its growth across the globe, with a main focus on MENA, Europe, and the US. These actions aim to create various opportunities for Bitay coin to flourish in all regions.



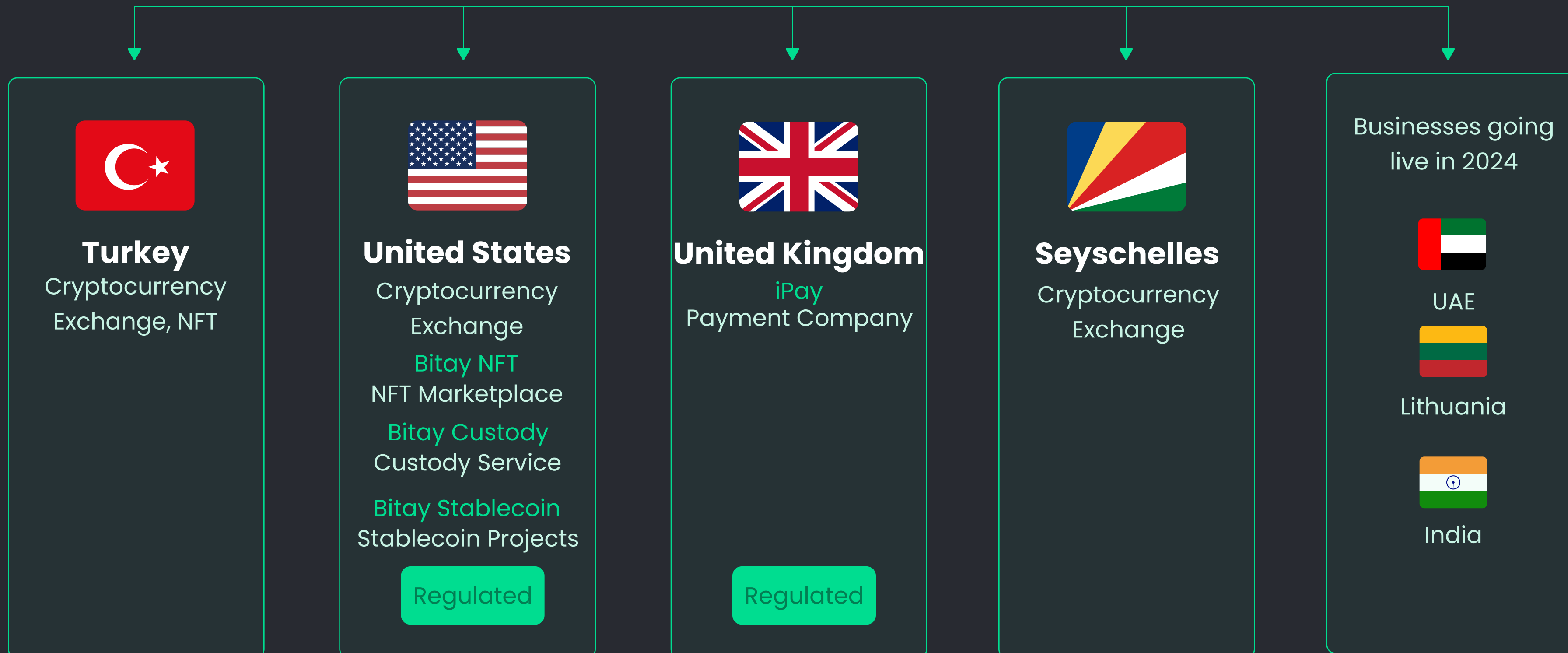
Catalyts

- ▶ Bitay+
- ▶ Brand Loyalty Programs
- ▶ Bitay Exchange Global Expansion



Netherlands

Holding Company



Key Metrics to Achieve Our Goals

Targeting **550 M USD** monthly volume

Targeting **2 to 5 M KYC'd** users in 2 years

300+ cryptocurrency
Based in Seychelles

Why Bitay Global?

- ▶ Focus on alternative crypto products in the regulated companies (Crypto funds, Tokenized stocks, Stablecoins etc.)
- ▶ Mainly focus to penetrate in Europe (focusing Turkish Community), Africa and Middle East regions
- ▶ Focus on real economy launchpad projects
- ▶ To transfer users from Bitay Turkey to increase their revenue by offering an enriched product portfolio



Key Metrics to Achieve Our Goals

1,1 M KYC'd users in 1,5 years

250+ cryptocurrency

250 M USD monthly volume

Shortlisted in Turkey to be **Licenced** company

How We Achieved?

- ▶ In house, agile and top-end IT team
- ▶ Well conducted campaign management team that offer free telecom products and e-shopping gift cards firstly in Turkey
- ▶ First company to increase user figures by using e-government system for KYC processes
- ▶ First and only company by serving 7/24 Call Center service in Turkey and on of few of them in the World



Key Metrics to Achieve Our Goals

Targeting **250k KYC'd** users in 1 years

Launching in **Feb'23**

150+ cryptocurrency
Licenced in 16 states

Why Bitay USA?

- ▶ 35 million crypto holders in the market
- ▶ Big market with limited exchanges
- ▶ Centre of fintech and crypto companies to have strategic partnerships
- ▶ Launching a custody service company starting with 4 Bitay exchanges
- ▶ Launching stablecoins & NFT marketplace company



IPay – your gateway to ultimate financial transactions

Based in **London**, iPay is a **licensed** Small Payment Institution approved by the **FCA**.

With iPay, you can transfer funds using SEPA, SWIFT, Faster Payment, and CHAPS methods, ensuring secure and swift international transfers. Enjoy the convenience of personalized IBAN, allowing you to transfer funds directly in your name.

One of the standout features of iPay is the ability to exchange currencies effortlessly within your account. Seamlessly convert between different currencies and gain flexibility for your international financial transactions.

What's more, iPay offers a cutting-edge debit card designed with Bitay, enabling you to conveniently access and spend your account balance.

iPay prioritizes security, speed, and user experience. Its wide range of services aims to provide you with a unique financial solution.



Bitay+ & Staking

What is Bitay+ ?

Bitay is a loyalty program that provides advantages according to your amount and monthly transaction volume.

What are the advantages of Bitay+ ?



Commission Discounts



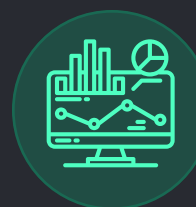
Exclusive Bitay+ customer representative



Launchpad deals



Academy trainings



Crypto Analysis Reports

Bitay+ Tiers

Bitay+ loyalty program is a 6-tier program that offers users different and more advantageous rewards as their tier increases. As the users' tier increases their rewards from airdrops, commissions APR rates increase exponentially

bitay +





Transfer

- ▶ For money transfers from banks to Bitay, a transfer facility will be provided through pair transaction codes to be selected by the users. This way with Bitay Stablecoin infrastructures users are going to have a channel to transfer more easily and in less steps. This feature of Bitay stablecoin works in both ways, users are also going to be able to send the stablecoins to their equivalent of fiat currency bank accounts in one click, using the automated codes given to them.
- ▶ Bitay aims to facilitate money transfers in countries with limited access to banking systems but with a high need for money transfers. For this, Bitay's stablecoins are planned to be listed or offered for sale.
- ▶ No commission fee will be charged for trading pairs with other crypto assets to increase demand for Bitay stablecoin. With Bitay Coin, users will be able to trade Bitay stablecoins for free. Also, small balances can be easily converted to Bitay Coin and stablecoins.



Spend

- ▶ Users will be able to purchase gift cards to be released by Bitay with advantageous discount rates offered by Bitay's own stablecoins.
- ▶ Users will be able to earn discounts from brands that will be created specifically for Stablecoins and are within the scope of the loyalty program.
- ▶ Launchpad and listing clients are required to have Bitay Coin to participate and invest in ICO projects through the Bitay Launchpad platform. Projects to be presented on the Bitay Launchpad platform will be presented with Bitay Coin pairs. Projects that want to make an ICO on the Bitay Launchpad platform or to be listed on the Bitay platform must have Bitay Coin. Bitay Coin holders will enjoy the privilege of participating in airdrop campaigns for tokens listed on Bitay.



Venture

- ▶ Portfolio Token Packs: Users can expand their portfolio by purchasing stablecoins and advantageous coin packs including Bitay Coin. Portfolio Tokens will increase the demand for Bitay Company's local tokens.
- ▶ Staking Program: Users can earn Bitay Coins by holding and staking stablecoins.
- ▶ Volume Contests: Users can win Bitay Coin rewards by participating in volume contests organized on stablecoins.
- ▶ Audit of Reserves: Stablecoin reserves will be audited periodically through audit firms, and audit reports will be presented to users. Rewards: Users holding stablecoins will be able to win Bitay Coins with Airdrops organized by Bitay.



Cross token project advantages

Bitay Launchpad is going to host various cross token set-ups that benefit from each other

Bitay coin holders are going to be eligible for rewards and airdrops from various

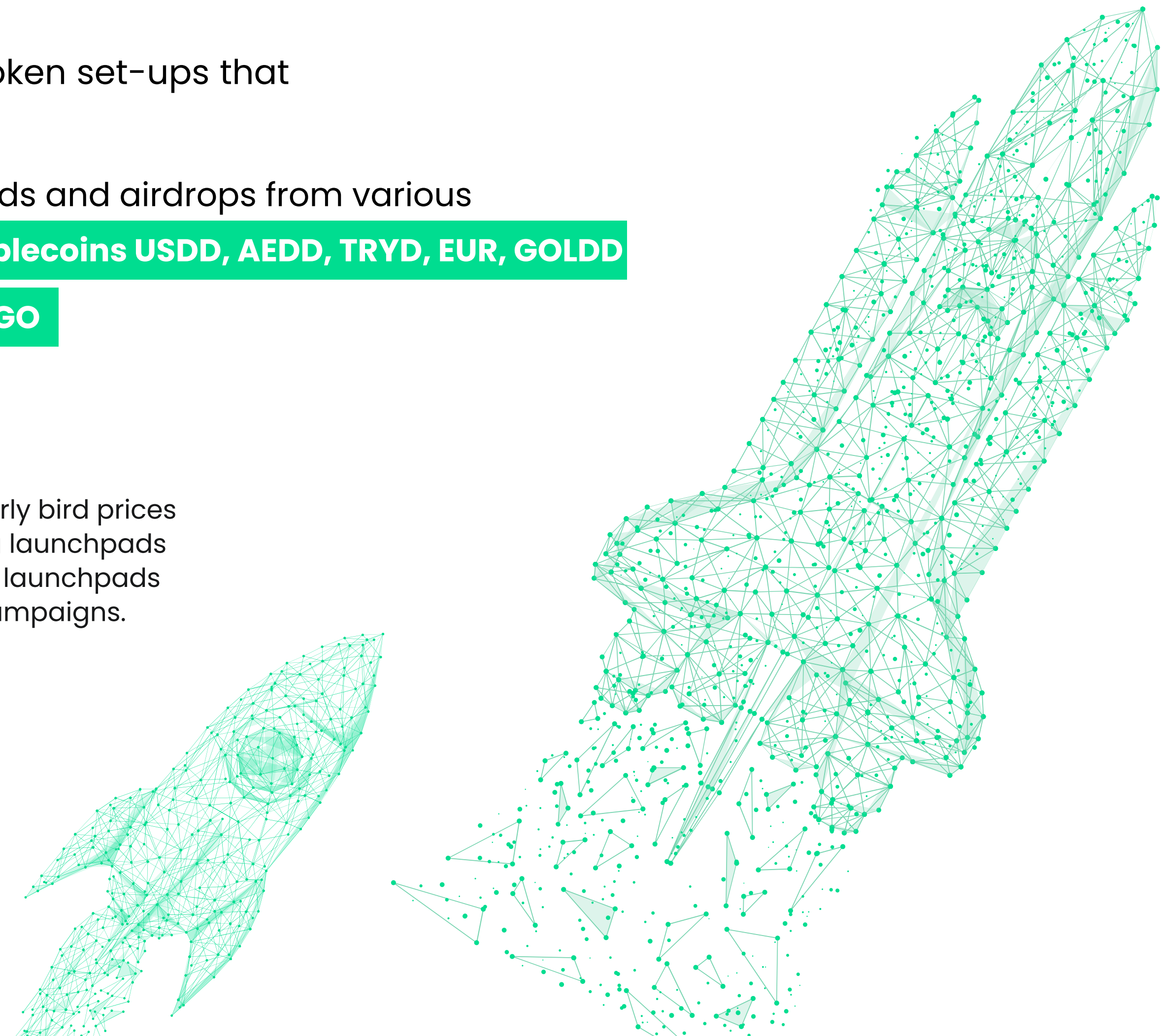
projects under the Bitay umbrella such as **Bitay Stablecoins USDD, AEDD, TRYD, EUR, GOLDD**

and other launchpad projects **CORD, Coin Taxi, NFTGO**



Launchpad

- ▶ With Bitay coin gets advantages in early bird prices
- ▶ Get rewards in Bitay coin when joining launchpads
- ▶ Get more desirable release periods in launchpads
- ▶ Have increased chances in airdrop campaigns.





Features



Bitay coin is a catalyst for launchpad projects, for projects to gain more customers and expand their demand base



Various launchpad projects on Bitay are eligible only with holding Bitay coin or staking Bitay coin. Therefore Bitay coin is a crucial part of the Bitay ecosystem



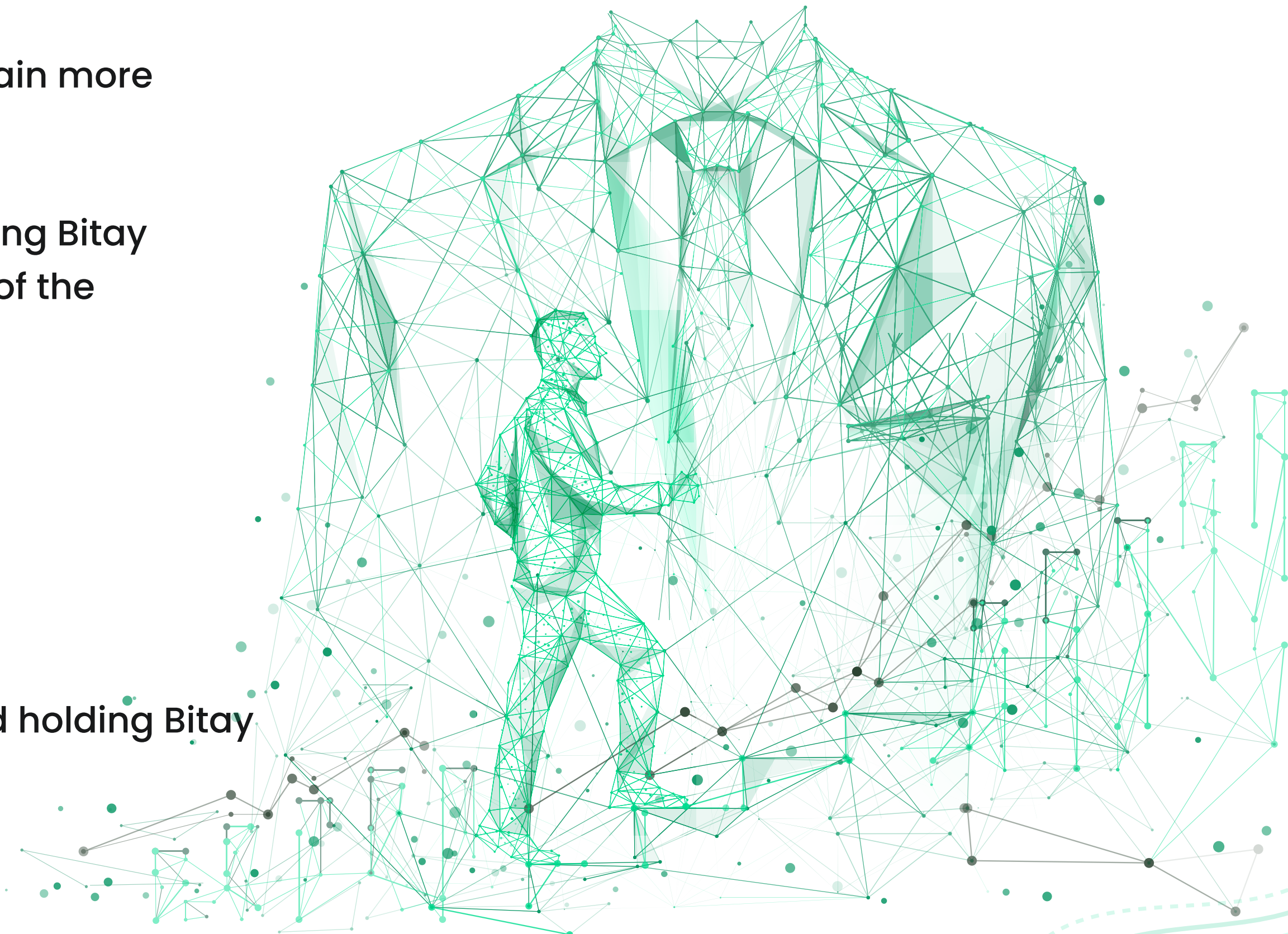
Stake rewards are at Bitay+






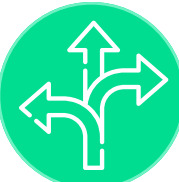



Call centre priority for Bitay holders.



Bitay Card and Gift Card advantages that come with using and holding Bitay coin



Bitay Coin holders will be able to use their Bitay Cards, which use the Visa infrastructure, and their Bitay Coin investments at any time, at market price, for shopping and spending. Investors will be able to earn discounts, advantages, priorities and Bitay Coin rewards on their spending with Bitay Card. The discounts to be obtained from world-famous brands will differ according to the spending amounts made through the Bitay Card, and a world of advantages will be offered to the investors.

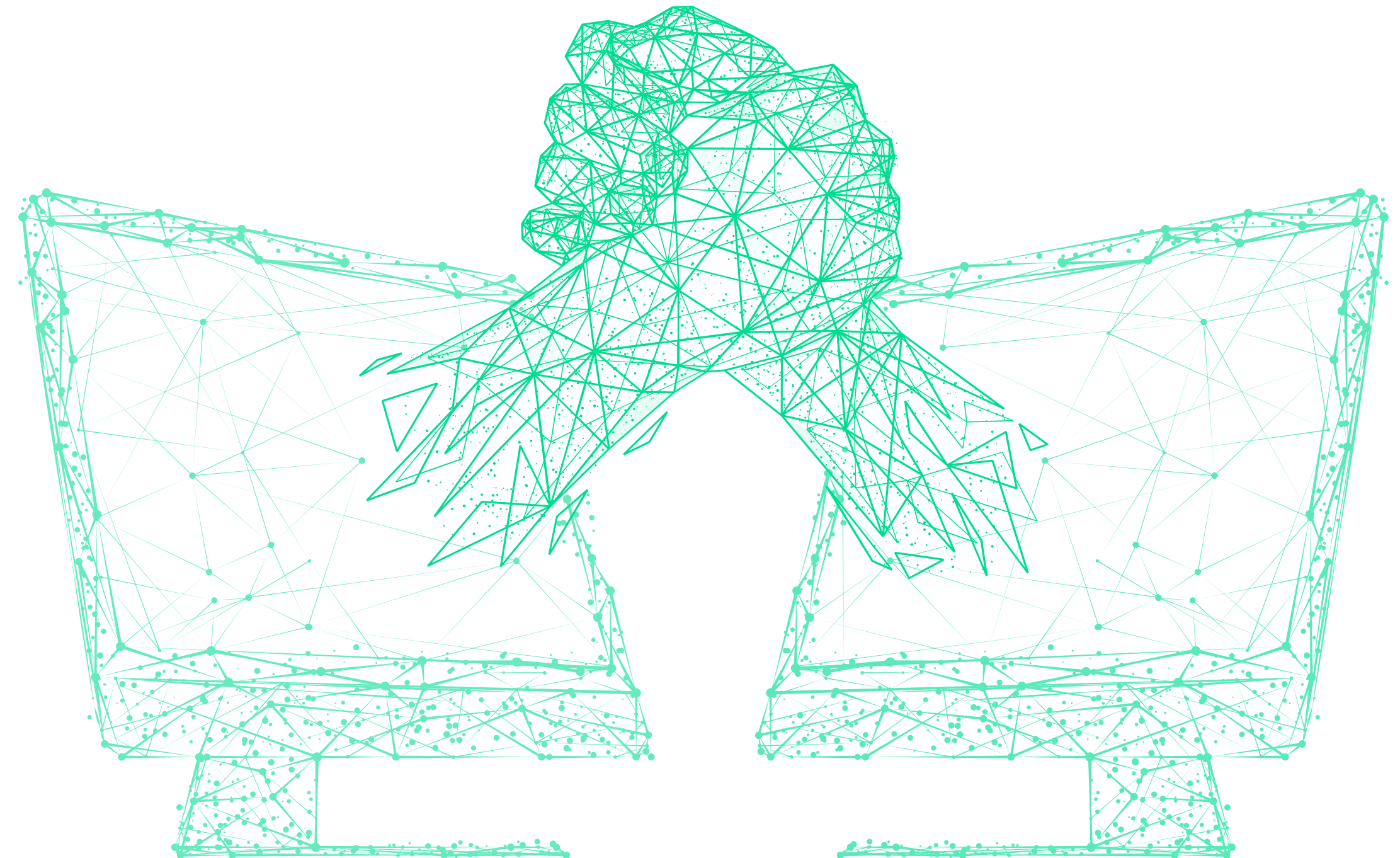
-  Usage in million of locations around the world
-  Opportunity to spend your crypto
-  Utmost card security
-  Flexible spending limits
-  Earn tokens as you spend
-  Discounts on world famous brands
-  Physical and virtual card



Bitay has successfully integrated its services with reputable banks in Turkey, establishing strong partnerships with multiple payment and banking providers across Seychelles, Europe and 16 States of the United States. These collaborations have allowed us to expand our global presence and offer a seamless experience to users in various regions including Europe, the UK, the USA, Turkey and UAE.

One noteworthy achievement is the licensing of our payment company by the UK's Financial Conduct Authority (FCA). This accreditation serves as a testament to our commitment to compliance and regulatory standards, further enhancing our credibility and trustworthiness in the financial industry. As an authorized entity, we are well-positioned to facilitate on/off ramp fiat services on a global scale, ensuring that users can easily convert between traditional currencies and cryptocurrencies

One of our key strengths lies in our in-house proprietary payment service, which has been specifically developed to meet the unique needs of our diverse user base. This robust system empowers individuals from all corners of the world to conveniently engage in fiat to crypto and crypto to fiat transactions. Whether users are looking to buy, sell, or transfer digital assets, our platform offers a secure and user-friendly solution that ensures a smooth and efficient experience. Bitay has established collaborations with payment infrastructures that provide services globally. As Bitay, this enables us to expand our global market and provide services to users from various parts of the world. Bitay collaborates with payment service giants such as Visa and Mastercard, allowing Bitay to provide its users with a secure transition from fiat to cryptocurrency. Furthermore, Bitay will enable our users to make payments through Apple Pay and Google Pay, offering them convenient payment options





Privileges and loyalty offers of the most famous brands are tokenized by Bitay coin



Bitay coin aims to expand the ecosystem through agreements with brands and companies to spread their loyalty offers and award programs to large audiences. Thus, one of the main benefits of Bitay coin is that it is a global value exchange or shopping tool for purchasing services, products, and privileges in several sectors.

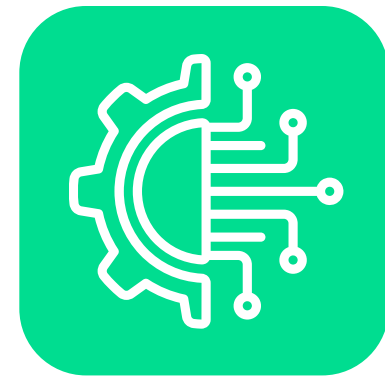


Opportunity to choose and ability to change awards and benefits between multiple industries



Offers where customers using loyalty programs earn Bitay coin equal to the fiat money instead of the benefits they do not use, or they convert their rights into Bitay coin

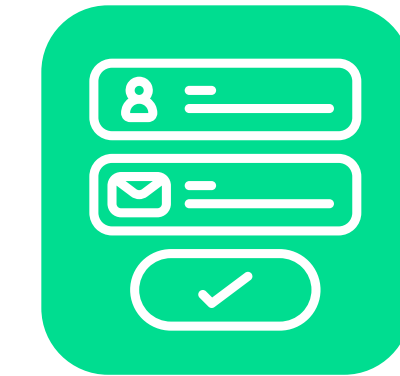




Cutting-edge Technology: Bitay provides customers with integrated wallets for listed cryptocurrencies, leveraging our internally developed infrastructure. Each trading pair is supported by a dedicated matching engine with allocated resources, ensuring a streamlined and easily scalable architecture.



Trusted Platform: Bitay has established a strong foundation of trust with its customers by providing a stable exchange platform with sustainable services. In Turkey, Bitay offers trading options for 300+ different crypto assets and over 150 trading pairs, encompassing the Turkish Lira (TRY) and USDT (Tether). Additionally, Bitay Global is set to include more than 150 coins paired with multiple fiat currencies.



Fast and Secure Signup: Users can easily create a free account using their email address and verify their identity through a government-issued photo ID or via the e-government portal (currently available in Turkey).



Robust Security: Our customers have the flexibility to choose between hot (5%) or cold (95%) storage for their cryptocurrencies, based on their operational and trading needs.



Ease of Use: Bitay strives to deliver a user-friendly interface for purchasing, selling, and trading cryptocurrencies. Our mobile apps for both iOS and Android offer seamless access to our platform on the go.



Sustaining Community Support: At Bitay, we deeply value our customers as partners, and our customer-first approach drives us to deliver exceptional service with unwavering integrity and professionalism. In addition, we have established Bitay Academy, a program that provides short educational videos guiding users through various cryptocurrency projects.

2018-2020

H2'2018

- Bitay Technology was established by the most powerful technology with the help of professors and industry experts
- Bitay's software is the first R&D blockchain project that was incentivized by the Turkish Ministry of Technology

H1'2019

- Crypto Exchange product tests were started

H2'2019

- Operations went live in Turkey
- Onboarding started in Turkey
- Bitay invented the KYC onboarding service with the Turkish e-government system

H1'2020

- Reached 50K Customer Base
- Mobile application launched
- Bitay Holding established in the Netherlands

H2'2020

- Applied for a license in Estonia
- The MSB registration process started

2021

Q1'2021

- Reached 0,5 Million Customer Base
- Bitay Global licenced in Estonia
- MSB registration for states in the USA

Q2'2021

- Visa Card Partnership (for Bitay TR&ES)
- Indian entity established and country manager, lawyer and compliance teams assigned

Q3'2021

- Bitay purchased a payment company in the UK, and transfer processes in FCA started
- Estonia operations started

Q4'2021

- Bitay Turkey was audited by MASAK as a local crypto company recognized by Turkish Government
- Bitay Estonia audited by FIU with reporting required data



We Are Growing Fast In Multiple Markets and Services

2022

Q1'2022

- Technology development of the custody firm has been started
- Reached 1 Million Customer Base

Q2'2022

- Bitay coin launched as a native token of Bitay Exchanges
- Share transfer of payment company approved by FCA and Bitay became the official owner of payment company in the UK

Q3'2022

- Bitay mobile app transformation has been started to become the first financial Superapp in the crypto industry
- Bitay Exchange becomes customer of IPay. Money transactions performed by UK based native payment company

Q4'2022

- NFT marketplace launched as a curated and mass market platform
- Listed token numbers on the exchange reached 200+

2023

Q1'2023

- Bitay+ loyalty program development started
- Tokentech, a custody service company for crypto products has been established in the USA. Subsequently, the application for its license has been made.

StableD, a stablecoin company that is going to offer to tokenize various currencies globally and be offered on trading platforms has been established in the USA.

Q2'2023

- Preparation for Bitay Coin private sale round 2 has started.
- Software development for IPay company has started. IPay is planned to onboard customers at the end of June.
- Bitay+, a loyalty program that offers customers advantages through staking and volume is started.

The affiliate program is established that offers its participants advantages including revenue sharing that generating by onboarding customers via introducers brokers

2023-2024

Q3'2023

- Bitay Coin private sale round 2 has started
- IPay company has opened to Bitay customers
- Preparation for the Bitay Stablecoins launch has started
- US Office has opened

Q4'2023

- Applied for a license in Lithuania
- Bitay Gift Cards launch
- Bitay Stablecoins launch has started
- Applied for VARA in UAE

Q1'2024

- Listed token numbers on the exchange reached 300+
- Lithuania operations started
- Bitay Global licenced in UAE

Q2'2024

- UAE operations started
- Bitay Global Office has opened in Dubai
- Bitay Coin and Bitay Stablecoins integration has completed

Q3'2024

- Bitay Coin has been listed on Global Exchanges
- 16+ in the US
- Preparation for NFTgo launch has started

Q4'2024

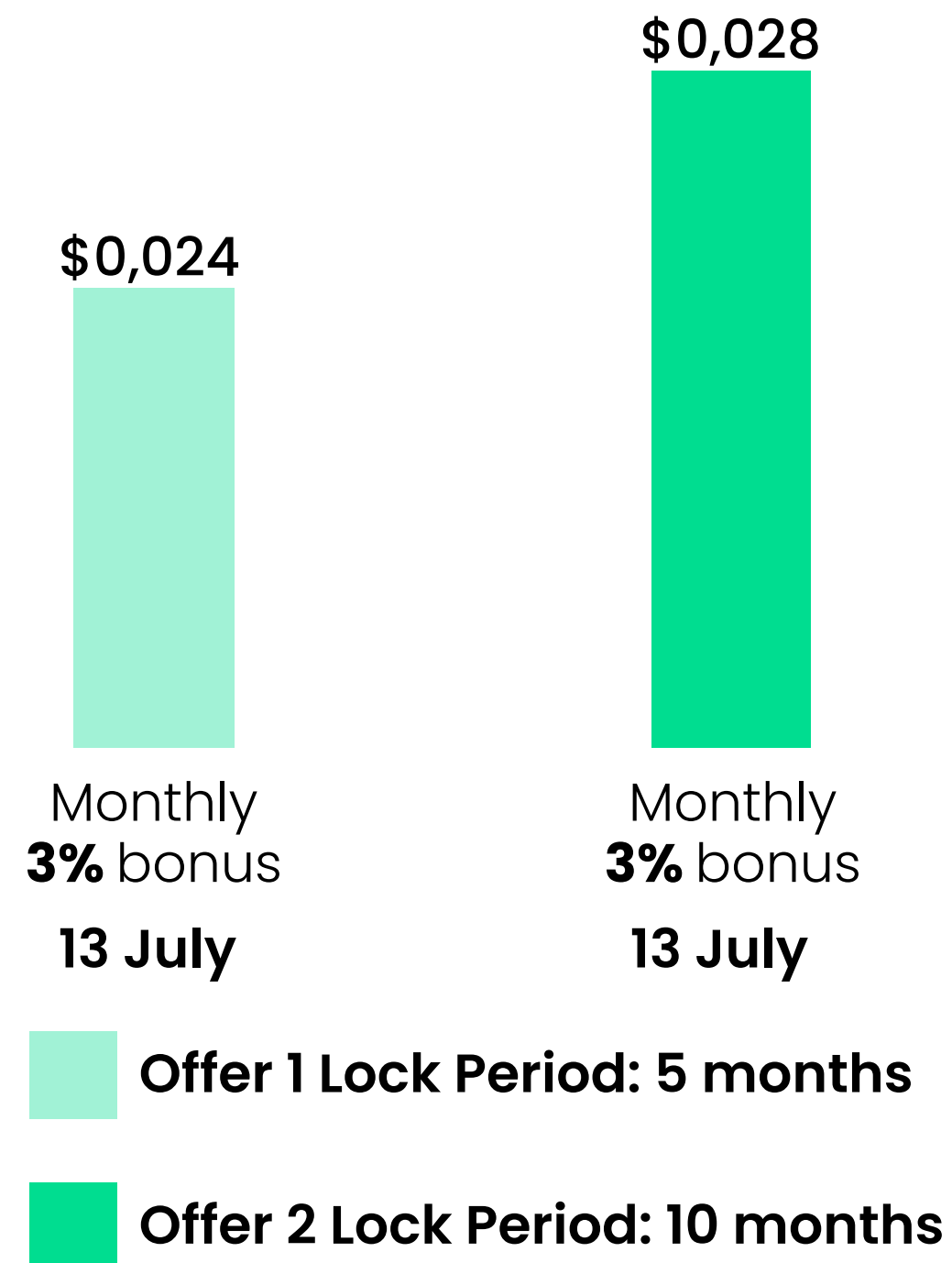
- NFTgo has launched
- Bitay Seychelles has presented Tokenize Stocks
- StableD planned to be licenced in the US

2025

- Crypto Bundles Launch
- Start of new operations in MENA
- 20+ Launchpad projects in a calendar year
- Fiat gateways in 10+ countries
- Expansion of usage in Stablecoin projects
- 3rd round private sale of Bitay Coin

A strict supply of 10B BITAY is created natively on the Avax blockchain. This is the maximum theoretical supply as BITAY is designed as a deflationary asset. . Buyers will receive their BITAY tokens immediately unless vesting conditions apply.

Private Sale Round 2



A PIECE FROM THE FUTURE
WITH BITAY COIN 2ND SESSION

With a focus on talent and deep experience, Bitay is expanding its team of executives and advisors globally. Its Turkey operation currently has 75 employees. Bitay Global comprises technical, business, and marketing teams working in various countries and time zones.



Niyazi YILMAZ
Founder & CEO, Bitay Holding

Over 15 years experience as an analyst, trader, treasury director, and manager at the largest brokerages and asset management companies. PhD in Economics, MA in Business Law, MS in Financial Mathematics, MA in Economics and Finance, and BS in Math. Computer at Florida State, Boğaziçi & Bilgi Universities.

[in niyaziilmaz](#)



Coşkun ŞAHİN
CTO, Bitay Holding

A highly experienced technology and development executive with broad knowledge on various IT programs. Omantel, Turk Telekom, Avea, Turkcell, Beko. Phd from Istanbul Technical University in Computer Engineering.

[in coskunsahin](#)



Ufuk ÖZDEMİR
Chief Architect

Former CTO of Istanbul Stock Exchange. 30 years of professional exchanges and trading technologies experience. Bachelors and MSc Degrees in Computer Engineering from Istanbul Technical University.

[in ufukozdemir](#)



Kemal İSPİRLİ
COO, Bitay Holding

With over 25 years of diverse experience as an entrepreneur, engineer, and technology developer, Kemal has held prominent R&D and executive positions at renowned US and Turkish companies, including IBM TJ Watson and Gözen Holding. He holds an MSc in Computer Science from Syracuse University.

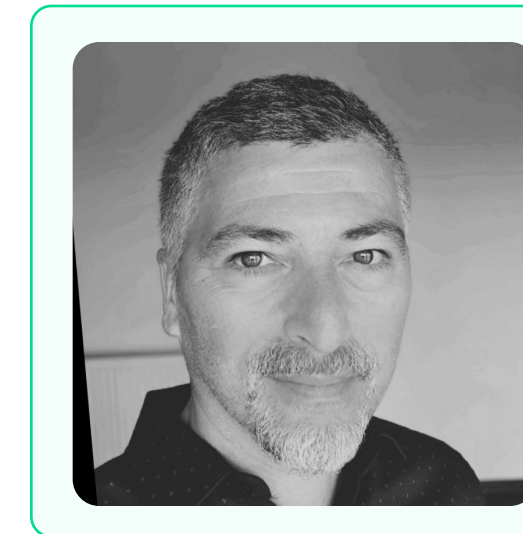
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Emine DENİZ
CCO and Sales, Bitay Holding

14 years experience as a corporate and SME segment sales and marketing director in banking sector. BA in Public Administration & Sociology and MSc Financial Assets and Portfolio Management at Marmara University.

[in eminedeniz](#)



Emrah YALAZ
Investment Advisor

Emrah is a 3x entrepreneur and a computer science lecturer with 25 years experience in analytics software, quantitative finance and early stage technology investments. Holds quant finance, economics and mathematical modeling degrees from Chicago and Istanbul, and FRM designation by GARP.

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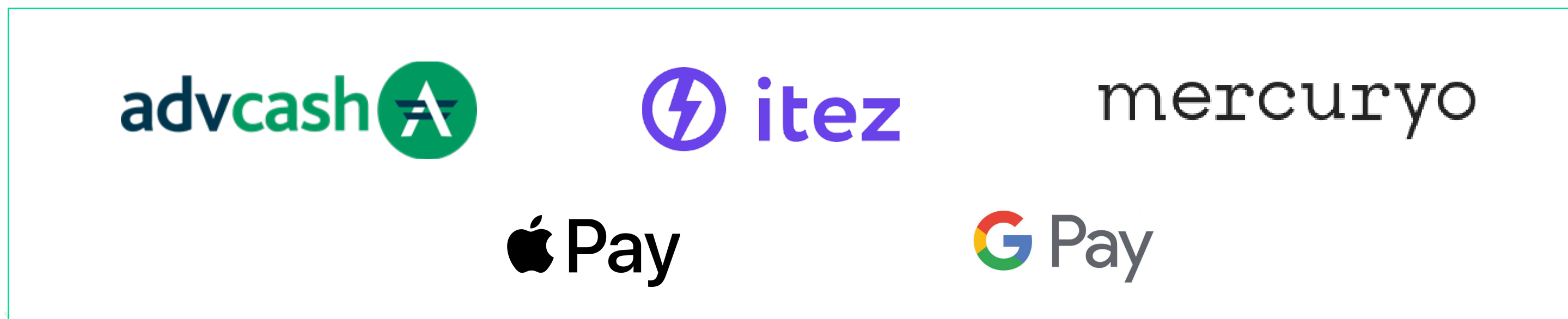
Bank Integrations



Social Responsibility



Payment Partners



Custodial Services



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