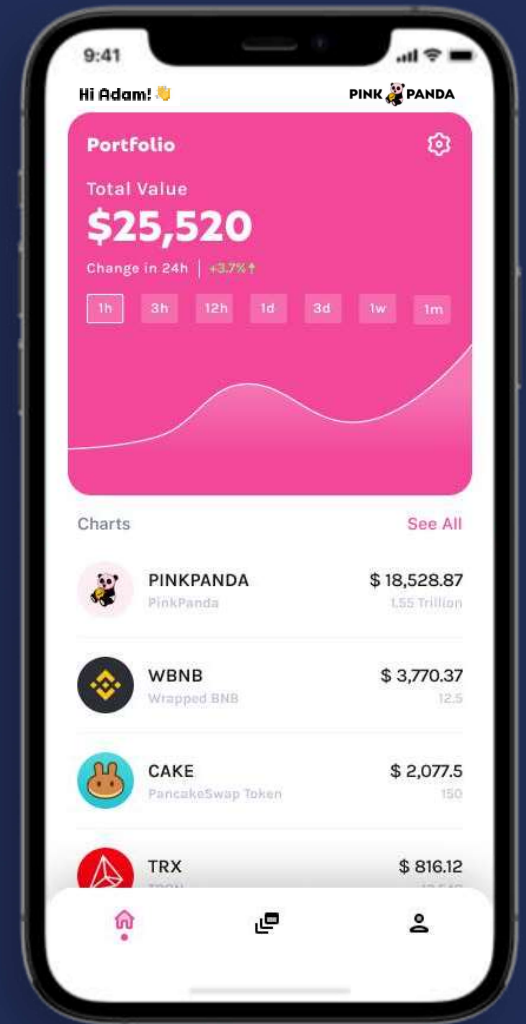




THE GLOBAL ON-RAMP TO  
DECENTRALIZED FINANCE



## CONSUMER HABITS FOR FINANCE ARE RAPIDLY EVOLVING

Decentralized Finance Protocols (DeFi) have had massive growth in recent years, and the market is primed for continued disruption and innovation in how consumers invest their capital (specifically in cryptocurrency).



**Total Value Locked (TVL)** – a measure of cryptocurrency value housed inside of DeFi protocols – grew by 14X in 2020, and continues to grow in 2021



**Retail Trading** has become increasingly prevalent, accounting for 10% of overall U.S. stock trading volume (60% of all Q2 2021 Robinhood trading was in cryptocurrency)



A rise in retail trading has resulted in a desire and gap for a simplified and holistic mobile cryptocurrency experience

## RECENT DECENTRALIZED EXCHANGE (DEX) TRADING VOLUME



Data sourced from DuneAnalytics.com

## CHALLENGES IN THE CURRENT CRYPTOCURRENCY MARKET

The trend towards decentralized exchanges and retail trading has introduced new challenges; with those challenges comes opportunities for disruption.

Today's decentralized exchanges are largely catered towards crypto-natives / the technically savvy and do not offer a positive experience for retail consumers and those new to cryptocurrency trading.



### CURRENT CHALLENGES IN DEX MARKET & APPLICATIONS



Slow and expensive transactions across various “copycat” exchanges



Inaccessible and unfriendly experience for newer or retail-focused consumers



Lack of dedicated, easy-to-use mobile applications for decentralized exchanges

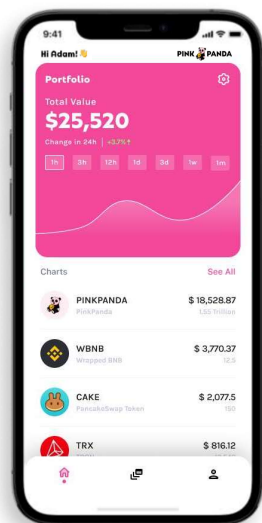


Lackluster trading capabilities (e.g., no limit orders)

## PINK PANDA WALLET, DEX, MOBILE APPLICATION, & TOKEN

Pink Panda DeFi aims to capitalize on consumer habits and current challenges in finance and cryptocurrency by introducing a simple and elegant mobile application, a wallet, a DEX, and a utility token.

“**THINK ROBINHOOD, BUT WE PUT THE CONSUMER AND COMMUNITY FIRST.**”



### PINK PANDA WALLET, DEX, & MOBILE APPLICATION

The Pink Panda Decentralized Exchange is a next generation cryptocurrency trading platform.

- Mobile First
- Retail Focused
- Community Minded
- 5,200 Current Mobile Installs
- Non-Custodial
- Fully On-Chain
- Meme Marketed

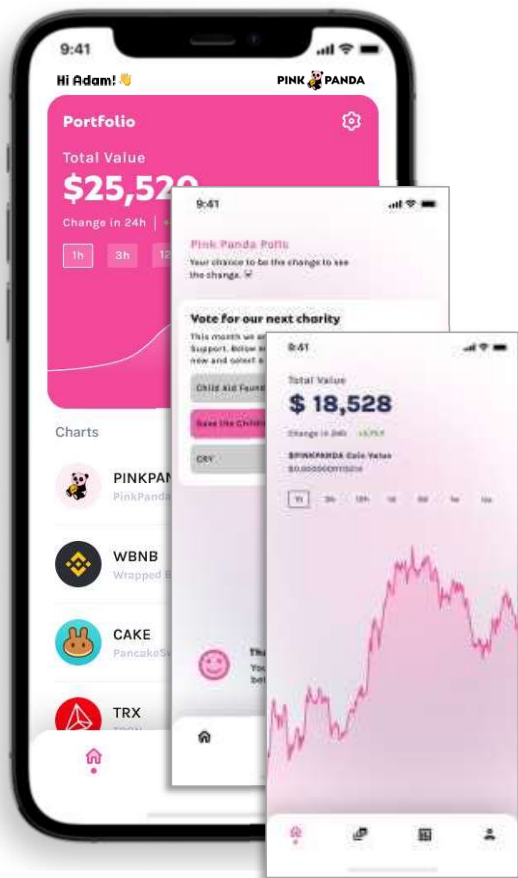
### REVENUE GENERATION (SIMPLIFIED)

Pink Panda takes 25 basis points for every transaction made on the platform. For example, if any given user trades \$10,000 (buying or selling), Pink Panda generates \$25 in revenue.

### QUICK ANNUAL MATH FOR 45K USERS

45,000 users X \$10K trades X 0.25% = ~\$1.1M Revenue

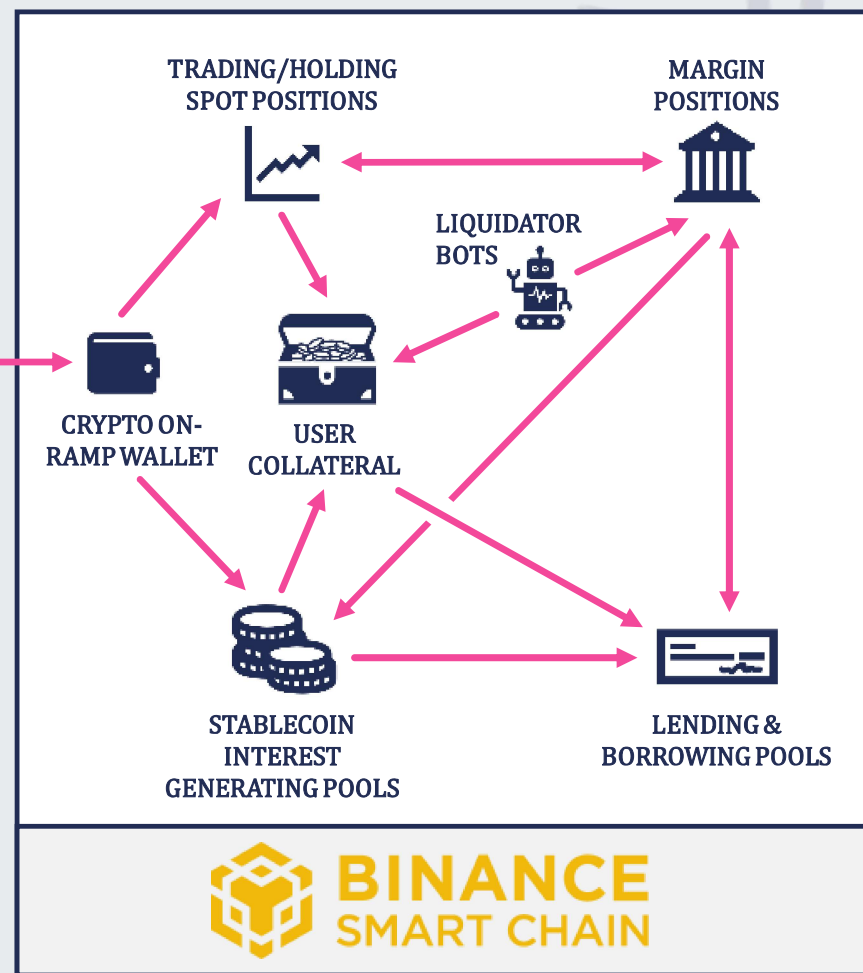
# PINK PANDA WALLET, DEX, & MOBILE APP



GLOBAL USERS OWNING  
\$PINKPANDA TOKEN CAN  
ACCESS THE DEX  
(5,200 current active mobile installs)







The Pink Panda DEX and  
Wallet operate on the  
Binance Smart Chain using  
Smart Contracts to facilitate  
advanced trading capabilities  
(spot limits, order limits,  
advanced order trading, etc.)



# COMPETITIVE DECENTRALIZED EXCHANGE (DEX) LANDSCAPE

The exchanges and applications that facilitate current state decentralized finance have pieces of a utopic future state. Pink Panda's goal is to combine those components that consumers know and love into one simplified experience.

	Coin Market Cap	Mobile App	Order Book Support	Margin Trading	On-Ramp Capability	Engaged Community	Social Impact
 <b>Pink Panda</b> (BSC)	\$4.8M	✓	✓	✓	✓	✓	✓
 <b>Pancake Swap</b> (BSC)	\$4.1B	✗	✗	✗	✗	✗	✗
 <b>Uniswap</b> (Ethereum)	\$18B	✗	✗	✗	✗	✗	✗
 <b>SushiSwap</b> (Ethereum)	\$1.5B	✗	✗	✓	✗	✓	✗
 <b>DYDX</b> (Ethereum)	N/A (No Token)	✗	✓	✓	✗	✗	✗
FUNDAMENTAL DIFFERENTIATORS						NICHE DIFFERENTIATORS	

Data current as of 8/11/2021

## VOICE OF OUR CUSTOMERS AND COMMUNITY

"Adam, just got in. Love the project and look forward to the ride! I am particularly grateful for the donation aspects to cancer. I lost my father to pancreatic cancer about 3 years ago, lost my Father-in-law to skin cancer. So I am all in for this effort."

**Richard Dreese - LinkedIn**

"Hi Adam! Thank you for the connection. I'm really excited to be an early supporter of what you & team are creating with Pink Panda! If there's ever a need for assistance with marketing, I would love the opportunity to assist. Anything to be a part of the movement"

**Eric Dates - LinkedIn**

"I invested in pinkpanda for two reasons:

The 1st that it has HUGE potential, it has a great team behind it and an amazing community to follow. I've never "shilled" or being interested in the community before but this coin is different, I wake up and I sit and read the telegram in the morning before work.

The 2nd is I lost my grandfather to stomach cancer and I have multiple other relatives who have also suffered with this awful disease, so any money going towards those charities has my backing"

**Ryukin2 - Reddit**

"It's pinkpanda!! Honestly, I like the entire project, plus I like the that it's to help people. It's a project I can trust and get behind. A great community and team on top makes it perfect.

I can't wait to see where we go and the possibility of myself helping to make the world a better place with the profits just makes it all the better"

**Sensitive-Candle-938 - Reddit**



## HOW WE RESONATE WITH OUR CUSTOMERS AND COMMUNITY



### CHARITY IS IN OUR DNA

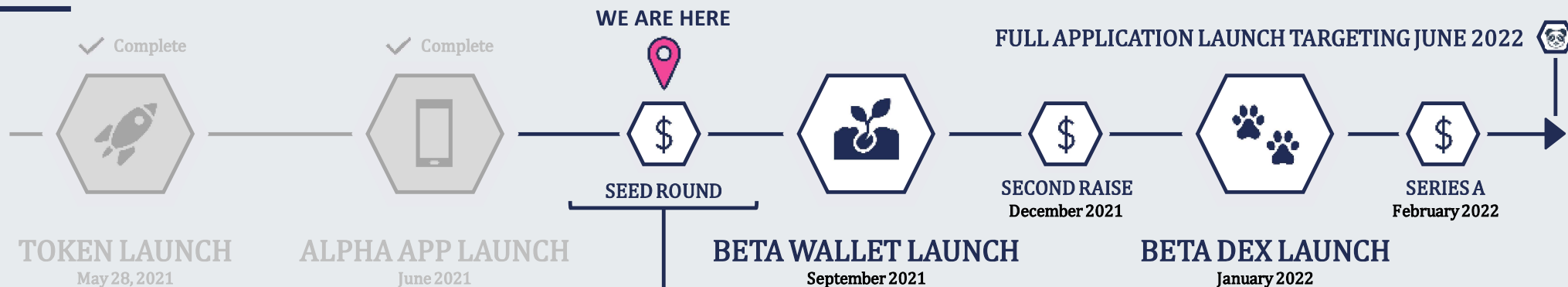
Pink Panda has a powerful connection established with our community (rooted in a charity), and a portion of our proceeds are dedicated to cancer charities; our goal is to donate \$1M in 2022

### SOCIAL IMPACT IS OUR CALLING

Our aim is to bring real, global, democratized finance to our community and beyond (the average consumer), bringing financial returns historically reserved for the 1% to the 99%



# PINK PANDA DEFI ROADMAP



## FUNDING ROUND 1 | INVESTMENT FOCUS

Growing the foundation for a **simplified** future of finance.

- ☐ Marketing & Social Media
- ☐ Dev Hiring & Contract Expenses
- ☐ Wallet & Application Enhancements
- ☐ Legal & Administrative Fees
- ☐ DEX Alpha Development
- ☐ Token Buyback



## PINK PANDA TEAM



### ADAM CARLTON

Founder & CEO

[LinkedIn](#)



### Keith Loose

Senior Tech Advisor

Block.one, JP Morgan

[LinkedIn](#)

## INTERNAL TEAM

- Mobile Development Lead
- Two Mobile Developers
- Senior Design Engineer
- Two Web Designers
- Project Manager
- Lead Developer
- Daily Operations Lead
- DevOps and Admin Lead
- Marketing Lead
- PT Project Manager

## COMMUNITY ENGAGEMENT



5,200

Mobile Installs



20

Chat Moderators



100+

Volunteers

## KEY ADVISORS



### Gene Truono

Senior FinTech and Compliance Advisor

Former CCO, PayPal, American Express

[LinkedIn](#)



### Dr. Chetan Nandakumar, Ph. D

Technology Innovation Advisor

Machine Learning Engineer at RecruitBot

[LinkedIn](#)



### Rose Yee

Social Good Advisory Board Chair

Chief Visionary Officer, Green Retirement, Inc.

[LinkedIn](#)



### Matt Lenzini

Business Operations Advisor

Sr. Principal, Infosys Business Consulting

[LinkedIn](#)



### Brian Kalt

Startup Advisor

Retired Oil/Gas Executive & USMC NCO

[LinkedIn](#)



## PINK PANDA TEAM & ADVISORS

The Pink Panda team is a seasoned and versatile group of professionals supported and advised by some of the industry's best and brightest.



Important Note: Pink Panda Board of Directors to be determined as investment is acquired.