

Powering the innovation of money

Terraform Labs

PLAINTIFF'S EXHIBIT
24b
23-cv-1346 (JSR)

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Terra is programmable world currencies for the internet

Terra's mission is to harness blockchain technology to enhance the features of money



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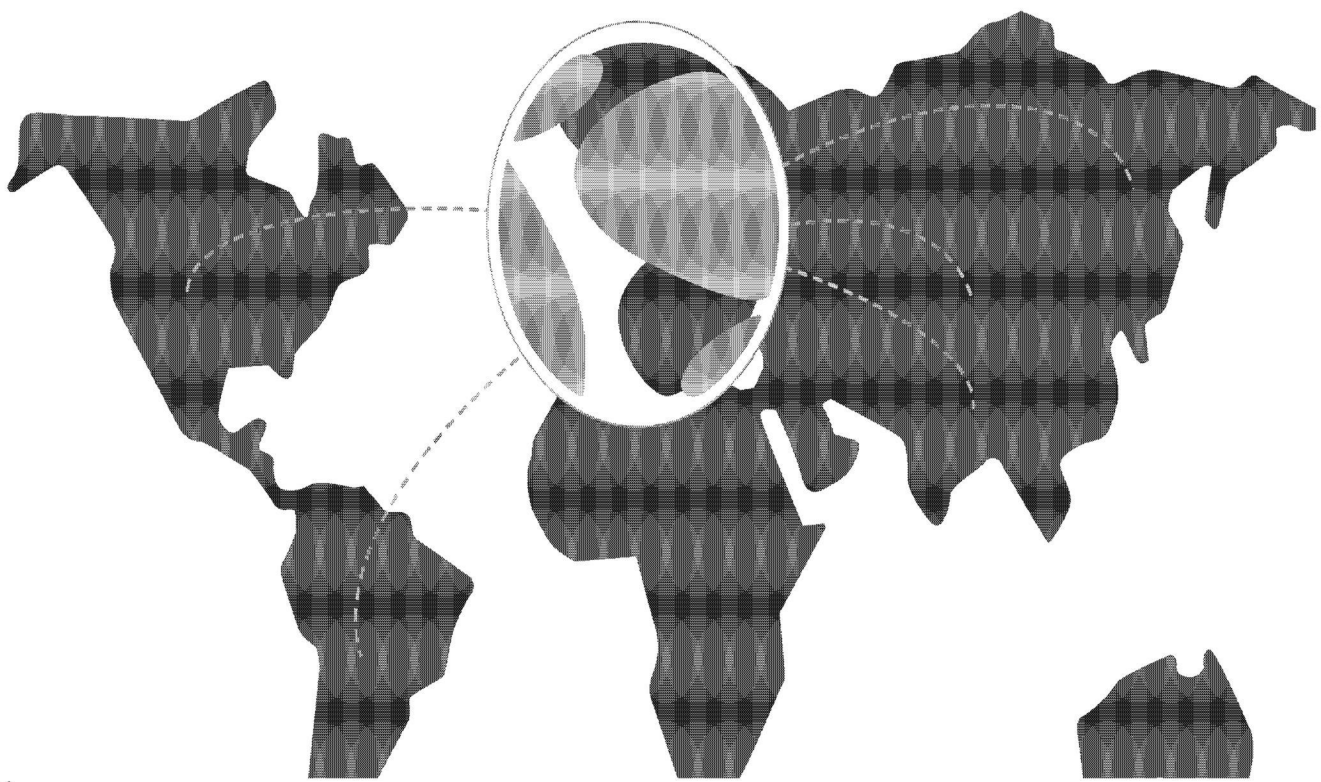
Decentralized Finance needs Decentralized Money

- A decentralized ecosystem cannot operate on money created by centralized issuers (Circle, Tether, etc.)
- A decentralized ecosystem can only flourish when built on **decentralized money**, which allows the ecosystem to remain decentralized and free from censorship



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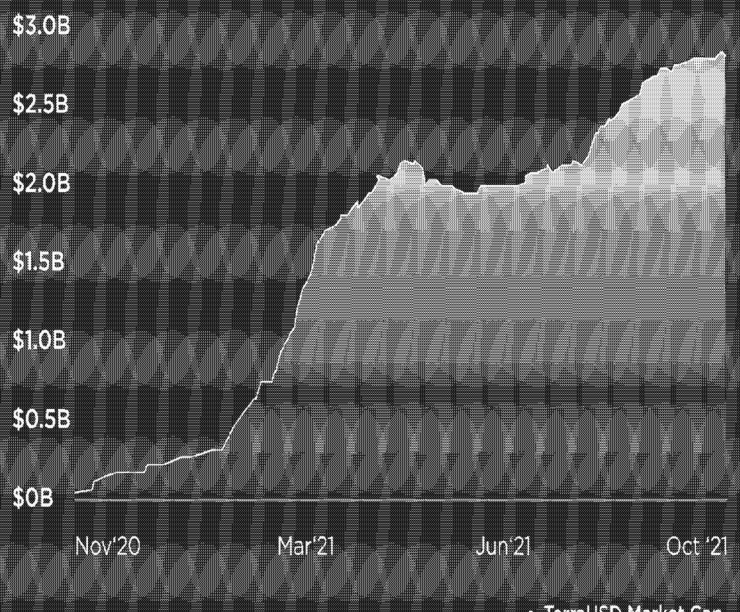
Terra is the market leader in decentralized stablecoins

Terra's largest stablecoin, $UST, has a market cap of $2.7B and is the 5th largest stablecoin by market capitalization

#	Coin		Price	24h Volume	Exchanges	Market Capitalization
1	Tether	USDT	$1.01	$63,889,519,622	415	$70,994,388,936
2	USD Coin	USDC	$1.01	$2,175,127,949	276	$32,877,285,503
3	Binance USD	BUSD	$1.01	$5,084,226,296	98	$12,970,800,154
4	Dai	DAI	$1.01	$478,654,411	211	$7,376,318,518
5	TerraUSD	UST	$1.01	$59,708,969	16	$2,773,727,766
6	Magic Internet Money	MIM	$1.01	$46,683,466	7	$1,959,272,945
7	TrueUSD	TUSD	$1.01	$55,828,635	154	$1,288,103,603
8	Pax Dollar	USDP	$1.01	$3,154,266	89	$947,408,896



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Terra is the 4th largest network by TVL

Total Value Locked All Chains

Name	Protocols	1d Change	7d Change	TVL	Mcap/TVL
1 Ethereum	268	+6.64%	+13.57%	$165.25b	3.00744
2 Binance	130	+2.19%	+3.95%	$20.12b	4.10035
3 Solana	26	+6.69%	+3.15%	$12.4b	4.48447
4 Terra	8	+6.08%	+9.67%	$9.74b	1.68162
5 Avalanche	48	+8.50%	+19.78%	$7.63b	1.7758
6 Polygon	89	+2.51%	+9.02%	$4.84b	2.15547
7 Fantom	47	-19.09%	-11.28%	$4.45b	1.33902
8 Tron	4	+641%	+643%	$4.08b	1.81566

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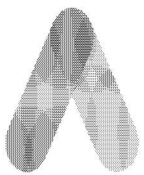
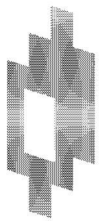
Terra's open finance ecosystem is exploding, all focused on enhancing the usefulness of decentralized money

...and 100+ more



Anchor Protocol ($5B FDV)

Earns 20% stable yield on UST savings



Mirror Protocol ($2B FDV)

Allows UST to be a gateway to invest in any asset class



ApolloDAO ($150M TVL)

Exposes UST users to DeFi yields



Nebula Protocol

Allows UST to compose dynamic baskets of any investable asset

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TERRA ECOSYSTEM

Resources are coalescing to service the hundreds of teams already building on Terra... and the thousand more that will come



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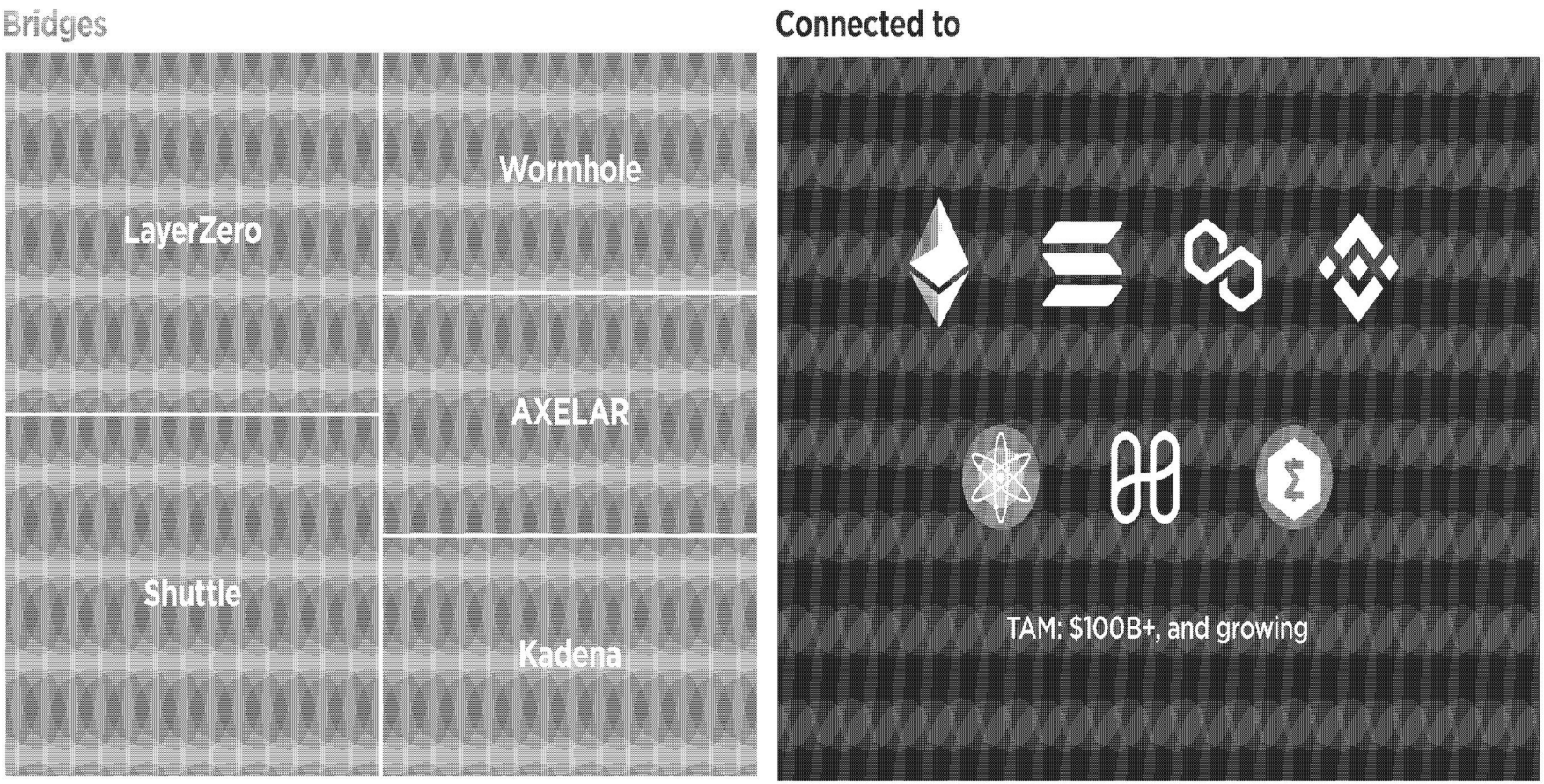
Terra is poised to capitalize on the multi-chain future

Terra will be the most connected blockchain, and $UST is the asset that paves highways that connect all blockchains



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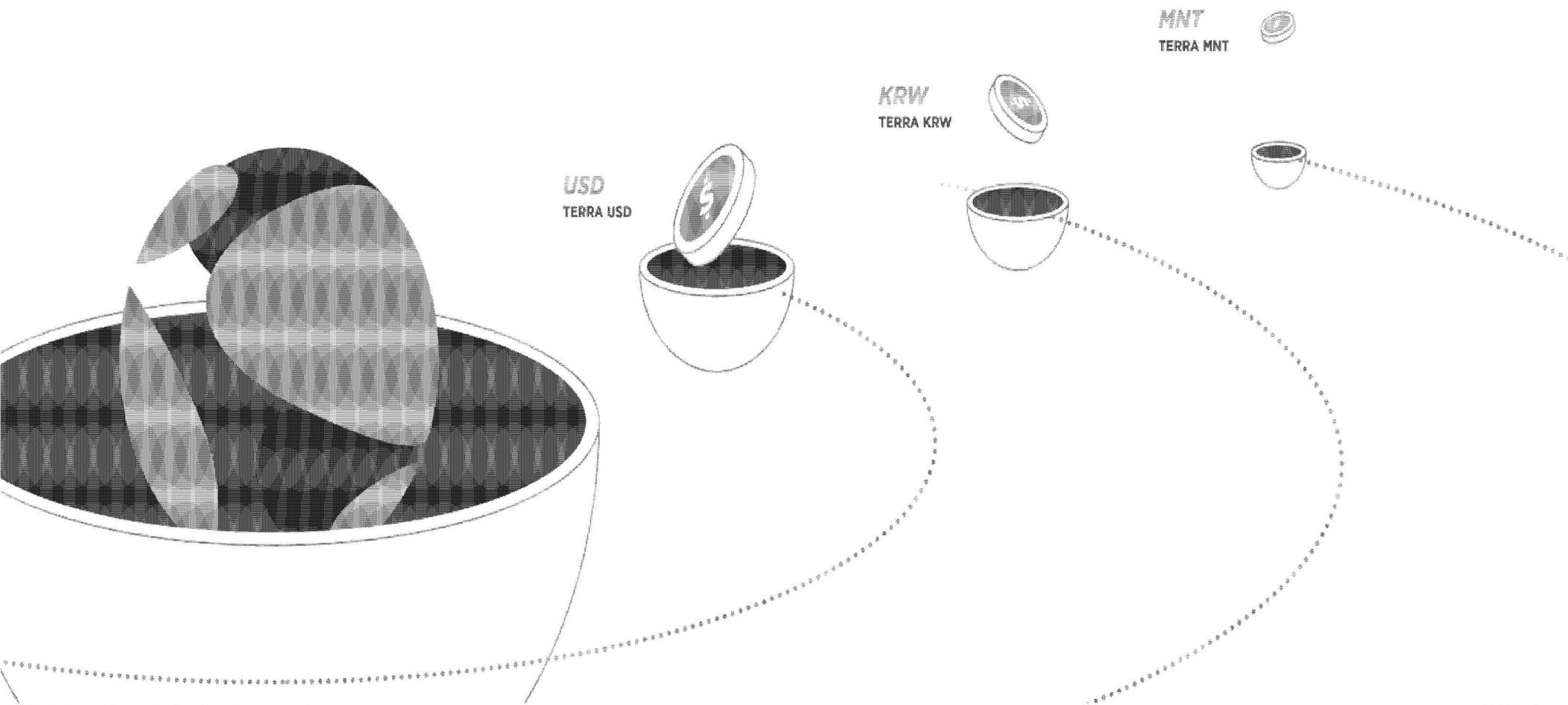
Robust domestic infrastructure & foreign exports grows the real GDP of the Terra economy



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A bet on LUNA is a bet on the success of the Terra economy

LUNA captures value through:

Increase in stablecoin utility



1 UST ⟷ $1 of LUNA

Given that the supply of LUNA is non-inflationary, this arbitrage mechanism keeps UST on peg and causes LUNA to become more scarce as the demand for UST increases

Staking rewards

A percentage of transaction fees on the Terra blockchain accrue back to LUNA stakers, who help to secure the Terra network

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Liquidity Pool Reserve Raise Terms

TARGET	$500M
GOAL	To raise capital for the formation of a protocol-controlled reserve denominated in third party assets. This will be a novel philanthropic raise where the funds added are controlled by the community, and transparent on-chain.
WHY	This reserve will buttress the faith in the peg of UST, and allows for more participants to get involved in the Terra ecosystem.
TERMS	**40% discount, 4 years vest, 25% unlock each year**

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Thank You

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