



Copper Brand Strategy
V3 Framework
09 April 2026

A reminder on what we're delivering in this brand strategy

1. **Brand positioning** - a new overarching positioning and value proposition for the Copper brand
2. **Product architecture** - alignment on how the master brand is structured, and how products and services are organised below.
3. **Brand personality** - a new brand personality that sets the direction for how people experience the Copper brand

1.

Our brand positioning and proposition

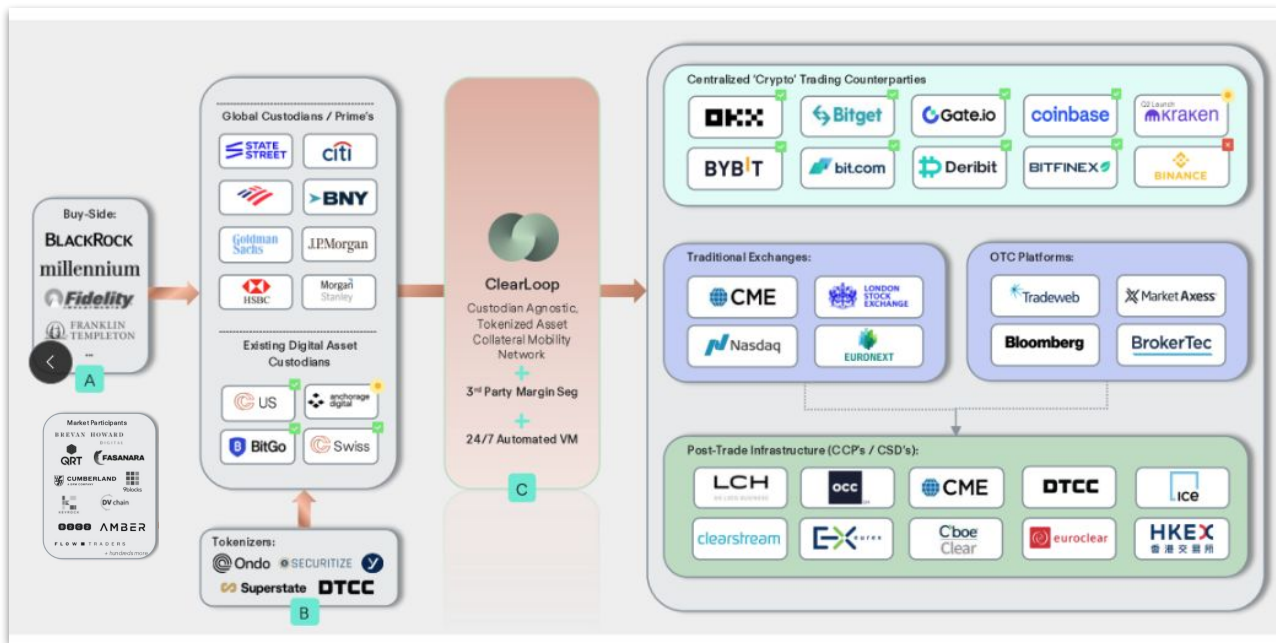
Target audience

**Who are we positioning
the Copper brand for?**

Your new ecosystem is complex and interconnected

One company can engage with Copper in multiple ways, to meet different needs.

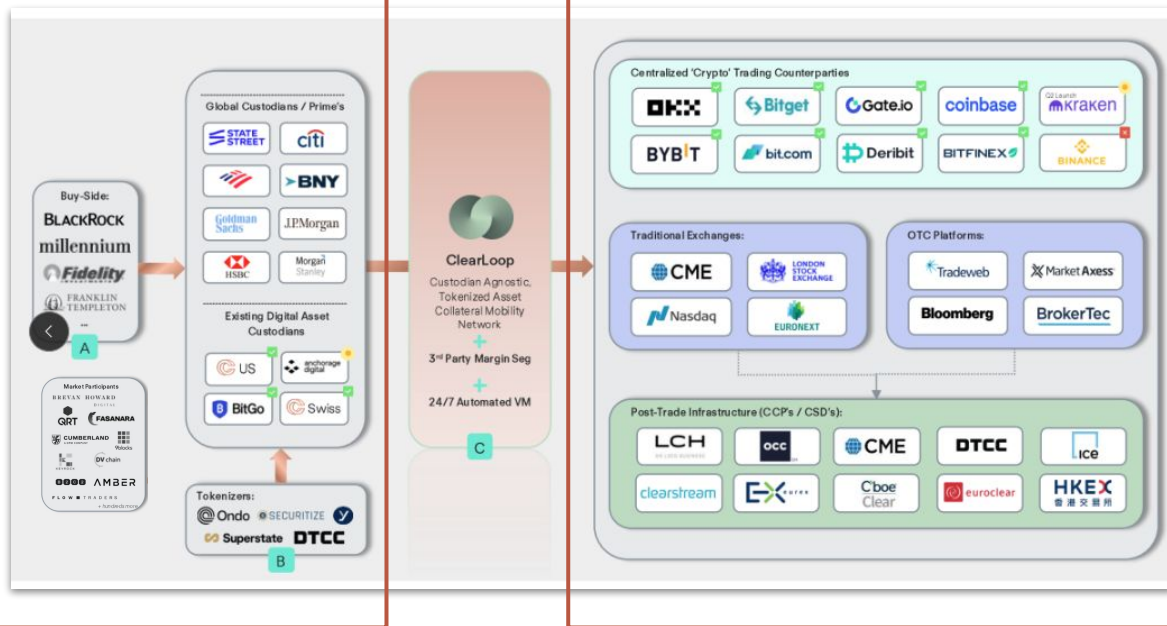
E.g. DTCC is both post-trade infrastructure provider and Tokenizer client.



For brand and go-to-market, it's helpful to segment clients vs. partners

Clients

Using the
platform



Partners

Joining the
network

Partners join the Copper network, but are not primary buyers

Trading venues

Crypto exchanges and derivatives platforms such as Coinbase or CME Group.

Post-trade infrastructure

Clearing and settlement systems like DTCC.

Service providers

Staking providers, lending desks, etc.

Partner proposition:

**Join the Copper network to
access institutional capital
and scale your services**

Clients bring the capital and use the platform to manage collateral

Institutional Investors & Asset Managers

Seeking safe entry into digital markets and custody solutions for crypto and tokenized assets.

Banks & Financial Institutions

Looking to integrate digital assets into their offerings while maintaining regulatory compliance.

Trading Firms & Market Makers

Requiring efficient settlement solutions like ClearLoop to reduce counterparty risk and improve capital efficiency.

We focus our brand positioning and proposition here.

Banks and global custodians are the big win - but have long sales cycles.

So in the immediate term, our proposition must resonate with all three audiences.

Value proposition

**What big problem do we solve
for this audience?**

Every institution is exploring how to operate in 24/7 blockchain markets

Institutional investors, banks and trading firms want to unlock new value by participating in 24/7 blockchain markets — across both crypto and tokenized traditional assets.

- ✓ Get exposure to volatility
- ✓ Reduce cost of payments
- ✓ Future-proof services

However, they can't fully realise this potential today because they struggle...

...to mobilise capital across these markets *safely, efficiently, and in real time.*

Institutions face three collateral mobility challenges in this new world

Client challenges – risk, efficiency, speed

1. Risk is too concentrated

Institutions must move assets on to exchanges, who manage every step centrally, without any market checks and balances to help mitigate risk.

2. Collateral trapped in silos

Institutions must distribute capital across multiple custodians, trading venues, DeFi protocols – fragmenting collateral and reducing trading capacity.

3. Capital moves too slowly

Blockchain markets operate continuously, but institutional infrastructure and operations cannot move collateral with the same speed to take advantage.

Copper solves all three collateral mobility challenges

Proposition pillars – the value we deliver for clients

Secure access

Secure access to always-on markets

Trade freely across multiple venues without moving assets out of custody, reducing counterparty risk without restricting market access.

Reasons to believe:

- ✓ Copper Custody (MPC)
- ✓ Off-exchange settlement
- ✓ Single integration

Capital efficiency

Keep capital in motion

Deploy and re-use collateral dynamically across venues and counterparties, increasing trading capacity and eliminating trapped capital.

Reasons to believe:

- ✓ Centralized pool of collateral
- ✓ Instant asset delegation
- ✓ Clearloop ecosystem (10+ venues)

Fast mobility

Mobilise at the speed of markets

Mobilise collateral in real time, so capital is always in position, risk is continuously managed, and opportunities are never missed.

Reasons to believe:

- ✓ Hourly settlements
- ✓ 24/7/365 operations
- ✓ Automated processing

These pillars ladder up to our headline value proposition statement

Value proposition statement:

Copper powers the fast, efficient and safe flow of collateral across 24/7 markets

Shorter, punchier headline options:

- **Unleash your collateral for 24/7 markets**
- **Collateral mobility for markets that never close**

Proposition pillars:

**Secure access to
always-on markets**

**Keep capital
in motion**

**Mobilise at the
speed of markets**

Positioning

**How does Copper uniquely
solve this problem?**

Today, 24/7 markets are accessible, but fragmented and siloed

Most institutions can access blockchain markets today, with many already trading on crypto exchanges.

However, operating at speed and scale - across both crypto and traditional markets - is complex and inefficient.

As these two worlds collide, institutions are forced to re-build their ecosystem, working with multiple different partners, across different operating models:

- Crypto markets - where services are bundled under one vertically-integrated roof
- Traditional markets - where services are still separated across providers, for custody, trading, clearing and settlement.

These problems cannot be solved with point solutions

The root cause issue isn't custody or capability.
It's connectivity.

**Collateral cannot flow because
counterparties are not connected
within a shared system.**

This is a structural, systemic problem.

Until markets and counterparties are connected
within a shared system, collateral cannot move
quickly, safely or efficiently.

This requires ***a new market infrastructure...***

We position Copper as this new market infrastructure

Our role:

Infrastructure that connects 24/7 markets

Our difference:

Only Copper connects the whole system

Our value:

Powering the fast, efficient and safe flow of collateral across 24/7 markets

Each component plays an important role in positioning Copper

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Infrastructure that connects 24/7 markets

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Market infrastructure (role)

Infrastructure that institutions build and rely on; critical functions allowing markets to operate.

Connected system (difference)

Our underlying mechanism that enables collateral to flow between venues and counterparties in real time.

Collateral mobility (value)

Our focus and unique role in the market - enabling collateral mobility in 24/7 blockchain markets.

Only Copper connects the whole system - this difference unpacks into three USPs

Our differentiation lies in bringing the following components together into one connected system.

Our USPs:

Connected Network

Where counterparties come together (network)

The ecosystem of exchanges, trading firms and institutional participants — all connected within a shared infrastructure.

Mobility Interface

How collateral moves across markets (connectivity)

The technology that coordinates the flow of collateral across the network and between counterparties.

Trusted Operating Model

How financial institutions engage safely (trust)

The controls and structure that allow institutions to participate securely and confidently in always-on markets.

Our positioning is supported and guided by a set of beliefs

We have a clear *point of view* on what we're building. Born from our values, these guiding beliefs shape our roadmap, messaging and content

Our beliefs:

Open access

We're opening up access with flexible, custodian-agnostic infrastructure built for everyone to operate on.



We Before Me

Unified markets

We're breaking down silos between traditional and crypto to unify how capital markets operate in the new world.



We Build
The Future

Institutional controls

We're institutionalising blockchain markets to unlock and scale their value without compromising on security.



We Are Safe
By Design

3.

Our brand personality

What is brand personality, and how do we articulate it?

Brand personality:

A set of traits that describe how we want the brand to show up and be experienced.

- ✓ Provides an internal-facing framework
- ✓ Captures how the brand feels, not what Copper does
- ✓ Sets the brief for the visual expression, tone of voice, and brand experience

Within this section:

We'll define two components of our personality framework:

1. *Brand idea* - a single, compelling distillation of the brand personality to help inspire users and prompt internal ideation.
2. *Personality principles* - 3 guiding principles for our brand's personality, which unpack into guidance for how the brand talks, looks and speaks.

Our brand must reflect our role in connecting Tradfi and crypto-native worlds

**We are the technology layer
trusted by institutions
to operate in next-generation markets**

Therefore, our brand personality must have:

- ✓ the *credibility and reliability* of institutional finance
- ✓ the *energy and dynamism* of innovative technologies.

"The DNA is
cryptonative, but the
mindset is tradfi."

Stakeholder Interview

This requires a careful balancing act

The Copper brand must be:

- Confident, not conservative
- Innovative, not disruptive
- Technical, not futuristic
- Accessible, not aetherial
- Clear, not abstract

This balance is reflected in our new brand idea

Our brand idea (internal-facing):

Precision in Motion

Precise, controlled and always in motion;
connecting systems seamlessly, without friction
or noise.

This brand idea then unpacks into three personality principles

Brand Idea:

Precision in Motion

Precise, controlled and always in motion; connecting systems seamlessly, without friction or noise.

Personality Principles:

Open by Design

Clear, connected and easy to understand; making complex systems feel simple, never closed or opaque.

Connected in Flow

Designed for flow, responsiveness and progress — movement with control, never static or chaotic.

Engineered for Trust

Precise, deliberate and dependable; trust earned through clarity, control and transparency.

Together, our personality shapes how Copper looks, speaks and feels

Looks

- Structured and minimal; nothing unnecessary or decorative
- Movement with direction; flows, pathways, systems (never abstract chaos)
- Open and legible; clarity over density
- Precise and considered; every element has purpose
- Modern, but grounded; avoids both corporate heaviness and crypto randomness

Speaks

- Clear, direct and intelligently simple
- Calm and confident; no hype, no exaggeration
- Active and forward-moving (verbs over buzzwords)
- Explains systems and logic, not just features
- Balanced and measured; avoids extremes or absolutes

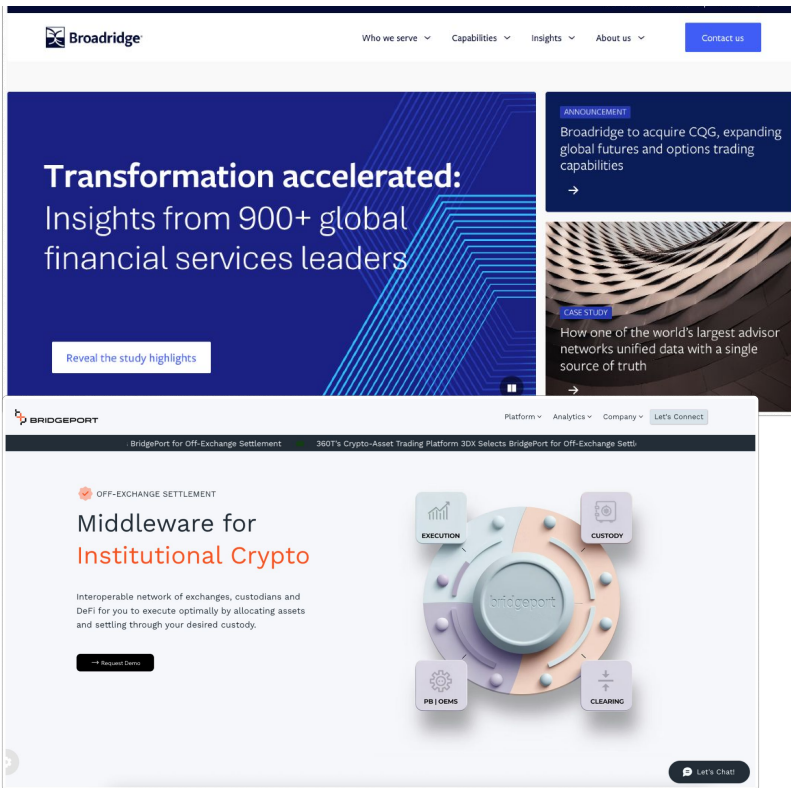
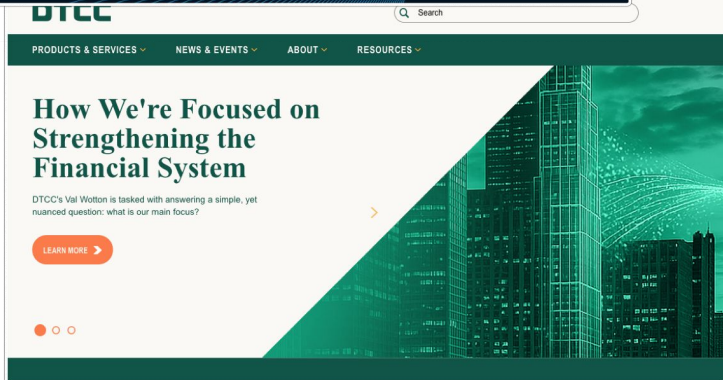
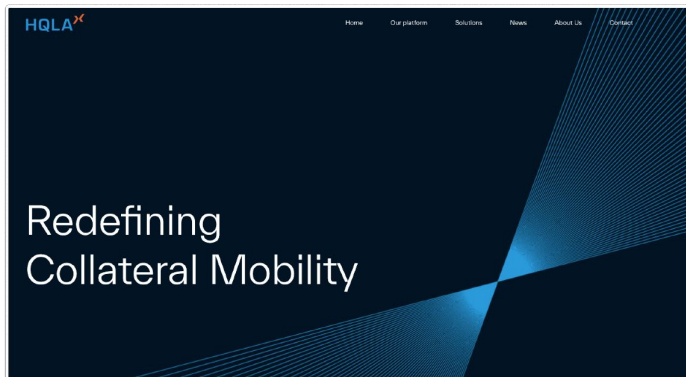
Feels

- Trusted and institutional-grade
- Progressive, but grounded in reality
- In control; never chaotic or unpredictable
- Capable and quietly powerful
- Connected; part of a larger system, not a standalone tool

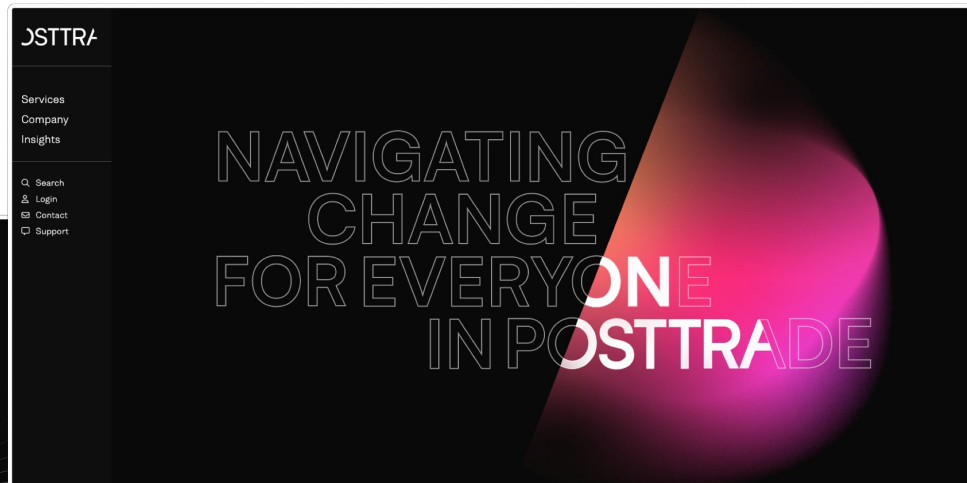
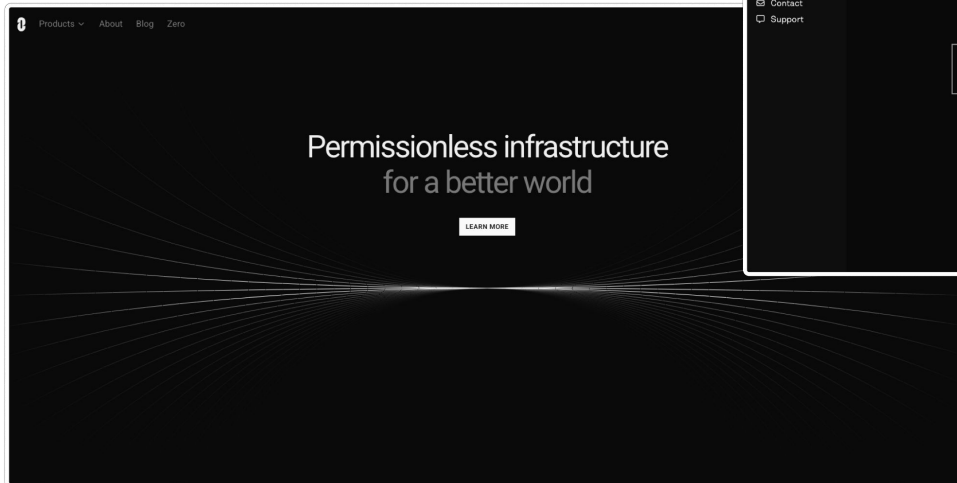
Brand Benchmarks

**What type of infrastructure
brand do we want to be?**

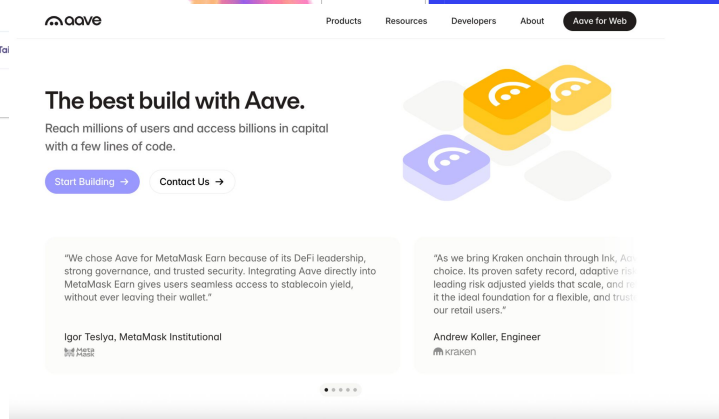
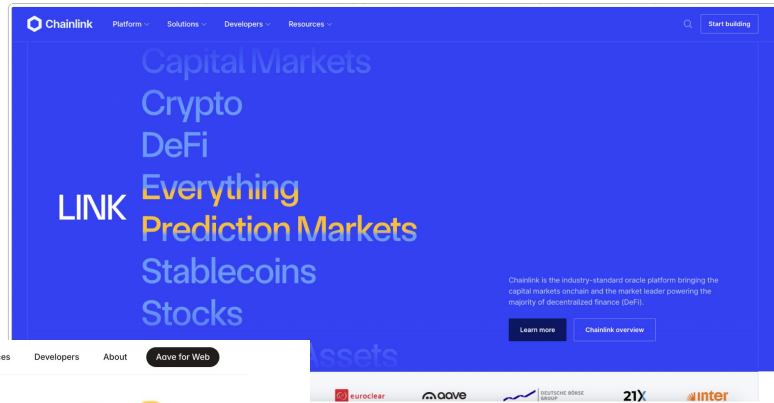
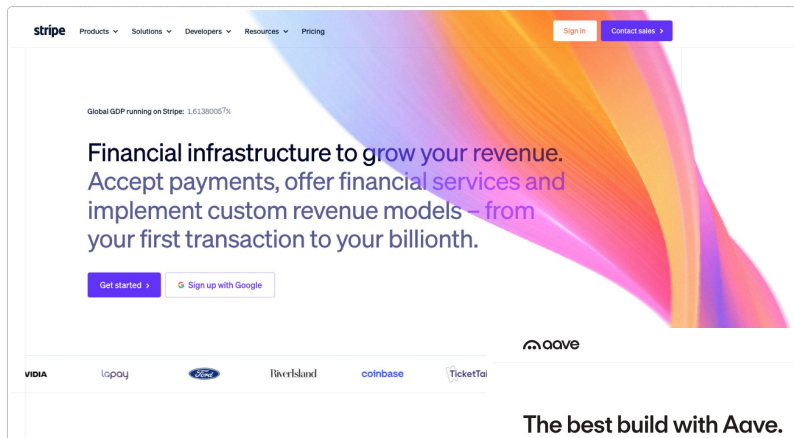
These infrastructure brand feel too institutional and boring for Copper



These crypto-native tech brands feel too far the other way. What do they actually do?



Copper is more in this space of trusted institutional infrastructure





Thank you!