



PDX Coin Community Update, July 22, 2021

PDX Global Ltd and the PDX Coin project are pleased to provide the community with a project update as at July 22nd., 2021

1. General Outlook:

Crypto markets remain in a sideways consolidation following their recent highs, resulting at least partly from having once more been overbought by retail investors in turn partly as a flow-on effect of fiscal over-stimulus. We see these frothy market conditions every few years, and have done so since cryptocurrencies came into the general consciousness, and we'll continue to see this pattern into the foreseeable future, at least until crypto markets truly mature, and we see greatly expanded adoption, meaning around 10 x or more, from today. In the meantime, we expect current conditions to continue for as much as 18-24 months, though this time around there is a much broader institutional support underpinning markets, which has not previously existed.

Crypto adoption and market strength also continues to be held back by the events and sentiment in wider equity markets, in no small part driven by continuing concerns regarding the ongoing impact of Covid-19 on global markets.

We regard less "noise" as healthy in the crypto market, and we expect to see greater attention paid to serious projects such as PDX, as opposed to the vast majority of projects in the space, which continue to be jokes and memes, with no practical value, utility, or sustainability. The quieter market conditions take a certain amount of pressure off, and enable us to more clearly plan for the future and fine-tune and enhance our product offerings.

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2. Pending Nasdaq IPO:

Several months ago we made a strategic decision to create a new publicly-traded permanent capital vehicle alongside PDX Coin, in order to provide additional capital support, and institutional capital assurance, for PDX, particularly important in times of challenging crypto market conditions. To that extent, we have incorporated a new company called *Blockchain Holdings Inc.*, and are pleased to advise that we have secured a *firm commitment* IPO underwriting from Westpark Capital Inc. (www.wpcapital.com), a Los Angeles investment banking firm, for a minimum \$15 million, enough to directly list onto the Nasdaq stock market upon completion of the IPO, and which, subject to market conditions and SEC / FINRA / Nasdaq approvals and timelines we expect to complete by the end of December of this year.

A firm commitment underwriting is one where the underwriters put their own capital on the line to guarantee the success and completion of the offering, agreeing to purchase any unsold shares for their own account, subject to usual conditions such as a collapse in equity markets, or a material adverse change affecting the underlying business.

The public company and the IPO are being anchored by the agreed acquisition, for a mixture of stock and cash, of a crypto payments business that is growing very rapidly and is highly profitable, with massive forward growth built-in, potentially 100 x over the next 5-7 years. The company is a leader in its particular niche in the crypto payments space. This business has grown to its present position without ever having done any marketing since its founding in 2016. The IPO will provide millions of dollars in new growth capital alone for this business, and we will market its services aggressively in order to expand the footprint of e-commerce merchants, which will greatly benefit PDX and help to accelerate its adoption and use.

Importantly, the Nasdaq-listed public company will enable PDX to not only accelerate the development and adoption of its proprietary mobile crypto-to-fiat payments app, but also gives us access to continuing institutional capital by virtue of being traded on Nasdaq, and at the same time gets the PDX payments app into potentially millions of e-commerce merchants and their retail customers, globally, over time. This will ultimately have a positive impact on the acceptance of PDX Coin as a true utility token as well as on the adoption rate of its payments app. All of this can be expected to have a considerable positive impact on the PDX Coin price in the market.

3. PDX Listing Status:

We are most of the way through the Coinbase Asset Hub listing review process, to date with no red flags, and are currently undergoing the final compliance review. We do not have a clear indication of when this will be completed, and a decision conveyed, although expect an update from Coinbase in the next several weeks. We note that the process is extraordinarily slow, given that we first applied on January 14th of this year.

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We will shortly also have an update from Huobi Global, and note that that firm had been impacted not only by its regulatory concerns dating back to November 2020, which are clearing up, but also by China's more recent crackdown on all types of cryptocurrency businesses and their activities, including marketing.

We do have an additional crypto exchange listing application pending, and in conjunction with our upcoming social media and marketing campaign, as more fully described below, and in conjunction with a possible crowd sale – depending on general crypto market conditions – we also retain the option of listing *at any time and at will* on a decentralized exchange such as UniSwap or Pancake Swap.

4. **Marketing and Media:**

We are commencing certain marketing and promotional initiatives designed to build a sustainable social media presence, and community, for PDX Coin, and to create investor and general awareness of the project through conventional print and visual media, including but not limited to wide exposure across a range of well-known print and online business and crypto publications across the world. These initiatives will also greatly support our upcoming exchange listings, generating investor interest in and demand for PDX Coin while helping us expand our capital intake in order that we can fully meet our overall business and product objectives.

To this extent, we are now engaging a leading US west coast boutique PR firm, which has successfully undertaken prior crypto-related engagements. This firm's task is to greatly increase our exposure and visibility across a wide range of leading print and digital news outlets around the world, including well-known crypto news outlets. As crypto markets improve, we will engage additional social media agencies and work directly with influencers in order to build a solid momentum. We are also looking to, in the near future, appoint at least one well-known specialist crypto marketing firm with a global reach, to further intensify our efforts across both conventional and social media, including 24/7 community engagement across multiple social media channels.

Sincerely,

PDX Team

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