

Universal Protocol Alliance announces Universal Dollar

Industry coalition aims to bring next 100 million users to cryptocurrency space with access to high yields, better credit

SAN FRANCISCO – October 9, 2018 – The Universal Protocol Alliance, a coalition of leading blockchain organizations, including Uphold, FBG Capital, Cred, Blockchain at Berkeley, and Brave, announced today, at San Francisco Blockchain Week, the launch of their Universal Dollar (UPUSD).

The UPUSD is a fully-transparent, digital asset that is collateralized 1-to-1 with U.S. dollars held at U.S. domiciled, FDIC-insured banks. The stablecoin is specifically designed to attract the next 100 million users into crypto by allowing investors around the globe to access higher yields on deposits and more affordable credit than available from many traditional banks.

UPUSD offers users access to a quarter-billion-dollar line of credit; pays an annual rate of interest of between 2 and 5 per cent; and enables holders to access flexible loans with single-digit rates of interest. The stablecoin is underpinned by reserve management developed by Uphold, the world's most transparent digital money platform, which has handled nearly \$4 billion in transactions and publishes its assets and liabilities in real-time.

'This is crypto finally delivering the goods to the mass market,' said JP Thieriot, CEO of Uphold. 'World-wide, over 2.5 billion people with bank accounts want cheaper credit and a higher yield on their deposits. This isn't about imagined "utility" for some stretch use case. The Universal Dollar should have broad appeal to a wide array of people and, for some in developing economies, could be life changing.

'Without thousands of employees, miles of high-rent real estate and the baggage of legacy systems, companies in our industry have a big structural advantage over traditional banks. This advantage has to accrue to the benefit of the mass market, or our industry will remain the exclusive domain of technophiles and speculators.

The Universal Dollar introduces many of the user safeguards and benefits expected of conventional financial assets, including:

- **Safety:** fully reserved, built-in loss recovery and optional custody of private keys.
- **Inheritability:** users may nominate a beneficiary who can 'call' the asset on account dormancy.
- **Reduced exchange risk:** thanks to a 'detachable' wallet that permits 'self custody' at exchanges.
- **Yield:** earn up to five per cent annually on the value of your digital holdings.
- **Credit:** flexible borrowing on competitive terms, secured by the value of your digital assets.

'The Universal Dollar should help crypto and blockchain jump the rails, creating mainstream financial products that allow anyone, anywhere* to buy digital assets and then borrow against them (at around a third of the average 'true' rates charged by credit cards), as well as earn interest on fiat-stable deposits.'

As part of this initiative, any supported digital asset held at Uphold can be used to earn interest and can qualify the user for a secured line of credit.

'Traditionally, you've had to own a home to have access to cheap credit products, such as the American "HELOC". Now, a new generation can access similarly convenient credit without such a high bar and through simple ownership of digital assets,' added Dan Schatt, Co-Founder and President of Cred.

Earlier this year, Uphold, FBG Capital, Cred, Blockchain at Berkeley and Brave announced a transparent reserve standard that will underpin a new family of Universal Tokens providing 'safer', more practical, and

more 'spendable' forms of major cryptocurrencies. Alongside the Universal Dollar (UPUSD), the Universal Protocol Platform will soon launch Universal Bitcoin (UPBTC) as an ERC-20-compatible, fully-reserved and interoperable token.

** KYC-AML-OFAC restrictions apply*

About the Universal Protocol Alliance

A coalition of cryptocurrency companies and blockchain pioneers, the Universal Protocol Alliance seeks to accelerate the adoption of blockchain as a mainstream financial technology by making digital assets more accessible, secure and convenient to own. The Alliance consists of Uphold, Brave Software, Cred, Blockchain at Berkeley and FBG Capital.

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