

ETC SUMMIT DAY 1

INTRO TO THE ETHEREUM CLASSIC ECOYSTEM



SPEAKER

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A Digital Currency Group Company



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AGENDA



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OVERVIEW OF ETHEREUM CLASSIC

2

THE MARKET OPPORTUNITY FOR ETC

3

ETHEREUM CLASSIC NETWORK GROWTH

4

FUNDAMENTAL DRIVERS OF SUSTAINABLE VALUE

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OVERVIEW OF ETHEREUM CLASSIC



ETHEREUM CLASSIC TIMELINE

The Events that Created ETC



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1

July 30, 2015

Ethereum Launches

Vitalik Buterin and The Ethereum Foundation create the first blockchain-based turing-complete smart contract platform.

2

April 5, 2016

Slock.it Creates TheDAO

Slock.it constructs TheDAO Ethereum Contract

3

May 27, 2016

TheDAO Crowdsale Ends

TheDAO Crowdsale becomes the world's largest, raising \$150 million.

4

June 17, 2016

TheDAO is Hacked

Ether is slowly and silently drained from TheDAO as an exploit related to its smart contract code is applied.

5

July 15, 2016

Hard Fork Spec Announced

After intense debate in the Ethereum Community, a hard fork specification is implemented by Slock.it and Ethereum Foundation members.

6

July 20, 2016

Ethereum Classic is Born

Following the hard fork, some network participants continue to support the original Ethereum blockchain, which became known as Ethereum Classic.

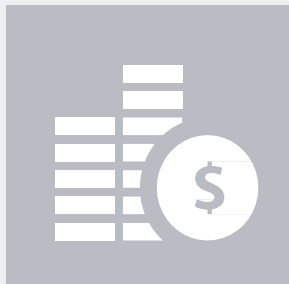
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WHY ETHEREUM CLASSIC?

ETC seeks to serve as a currency & store-of-value; a global transaction network; and a global distributed ledger

If more widely adopted, digital currency as a whole could revolutionize not only the global financial system, but every touch point of our daily lives.



**GLOBAL
CURRENCY
AND STORE-
OF-VALUE**



**GLOBAL
TRANSACTION
NETWORK FOR
THE INTERNET OF
THINGS**



**GLOBAL
DISTRIBUTED
LEDGER**



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SMART CONTRACTS WILL POWER THE INTERNET OF THINGS

Smart contracts on Ethereum Classic can automate the transmission of information and value between one another under dynamic conditions, enabling tailored business models for the Internet of Things and Machine-Payable Web.

Blockchains coupled with smart contracts remove the reliance on central systems between transacting parties.



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THE MARKET OPPORTUNITY FOR ETC



A GLOBAL CURRENCY & STORE-OF-VALUE

There are certain core properties that are essential to the investability of an asset as a store-of-value, be it physical or digital.

- **scarcity**
- **divisibility**
- **portability**
- **fungibility**
- **verifiability**
- **recognizability**

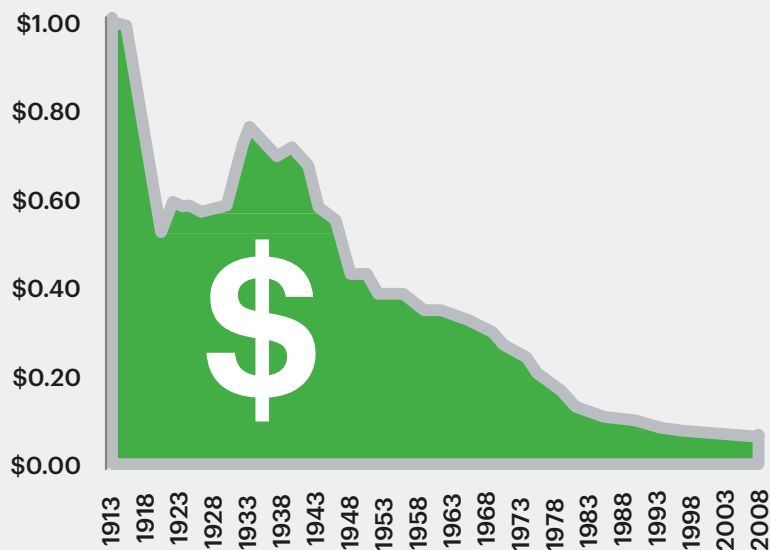
In order for a digital asset to qualify as a store-of-value it must also be:

- **decentralized**
- **immutable**
- **adaptable**

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Value of a \$1 Federal Reserve Note in 1913 Dollars

Source: US Bureau of Labor Statistics



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THE STORE-OF-VALUE MARKET OPPORTUNITY



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As an asset with store-of-value properties and industrial application in the digital economy, we view ETC as digital silver or platinum.

If the investable market cap of ETC-to-bitcoin were to grow to the same relative size as silver-to-gold (~11%)*, a single token could be worth more than \$120 – nearly 7X its November 11, 2017 market price.

Digital Store-of-Value Market Share

Hypothetical Value of ETC as a % of Bitcoin Market Capitalization



Source: *BlackRock Global ETP Landscape Report, September 2017. Blockchain.info, TradeBlock. Based on a Bitcoin market capitalization of \$121.13B and an ETC supply of 97.35M as of November 11, 2017. THE FUTURE ETC PRICES SHOWN ARE PURELY HYPOTHETICAL AND SPECIFICALLY ASSUME THAT ETC PRICES WILL INCREASE. The financial projections set forth herein are subject to great uncertainty. There can be no assurance that the projected hypothetical prices will be achieved. Actual future prices will depend on numerous factors, including the future liquidity of ETC, all of which may differ from the assumptions on which the hypothetical prices contained herein are based. NO REPRESENTATION IS BEING MADE THAT ANY RESULTS WILL OR ARE LIKELY TO ACHIEVE PRICES SIMILAR TO THOSE SHOWN.

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THE CURRENCY FOR THE INTERNET OF THINGS



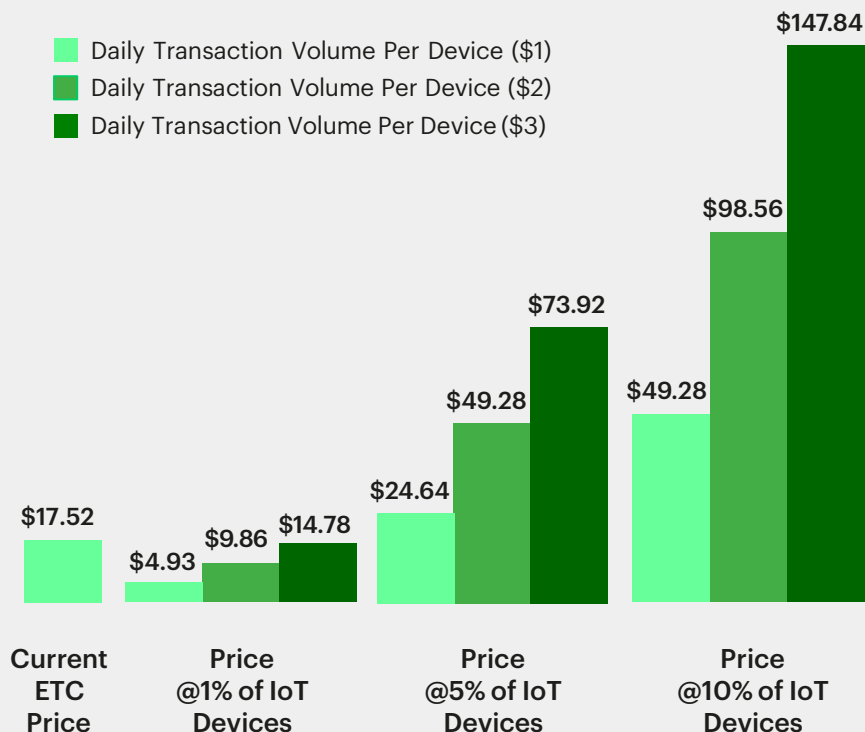
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Fuel for the Internet of Things

Hypothetical Value of ETC as IoT Working Capital in 2025

McKinsey estimates the potential economic impact of a full-scale Internet of Things (IoT) to be between \$3.9 trillion and \$11.1 trillion by 2025.

We believe that some percentage of IoT devices could run Machine-Payable Web operations using Ethereum Classic and that a certain amount of value, denominated in ETC, would need to be in the 'pipes' as the 'fuel' facilitating these transactions.



Source: IHS Technology, IOT platforms: enabling the Internet of Things, March 2016, Sam Lucero. TradeBlock. McKinsey Global Institute: The Internet of Things: Mapping the Value Beyond the Hype, June 2015. Overview of ETC Monetary Policy Proposal, December 13, 2016, London, Matthew Mazur, Architect of ECIP1017. Based on an assumed 75.4 billion connected devices in 2025. Current ETC price is based on the TradeBlock ECX Index value as of November 11, 2017. Simulated price estimates are based on an estimated ETC supply of 153M as of January 2025. THE FUTURE ETC PRICES SHOWN ARE PURELY HYPOTHETICAL AND SPECIFICALLY ASSUME THAT ETC PRICES WILL INCREASE. The financial projections set forth herein are subject to great uncertainty. There can be no assurance that the projected hypothetical prices will be achieved. Actual future prices will depend on numerous factors, including the future liquidity of ETC, all of which may differ from the assumptions on which the hypothetical prices contained herein are based. NO REPRESENTATION IS BEING MADE THAT ANY RESULTS WILL OR ARE LIKELY TO ACHIEVE PRICES SIMILAR TO THOSE SHOWN.

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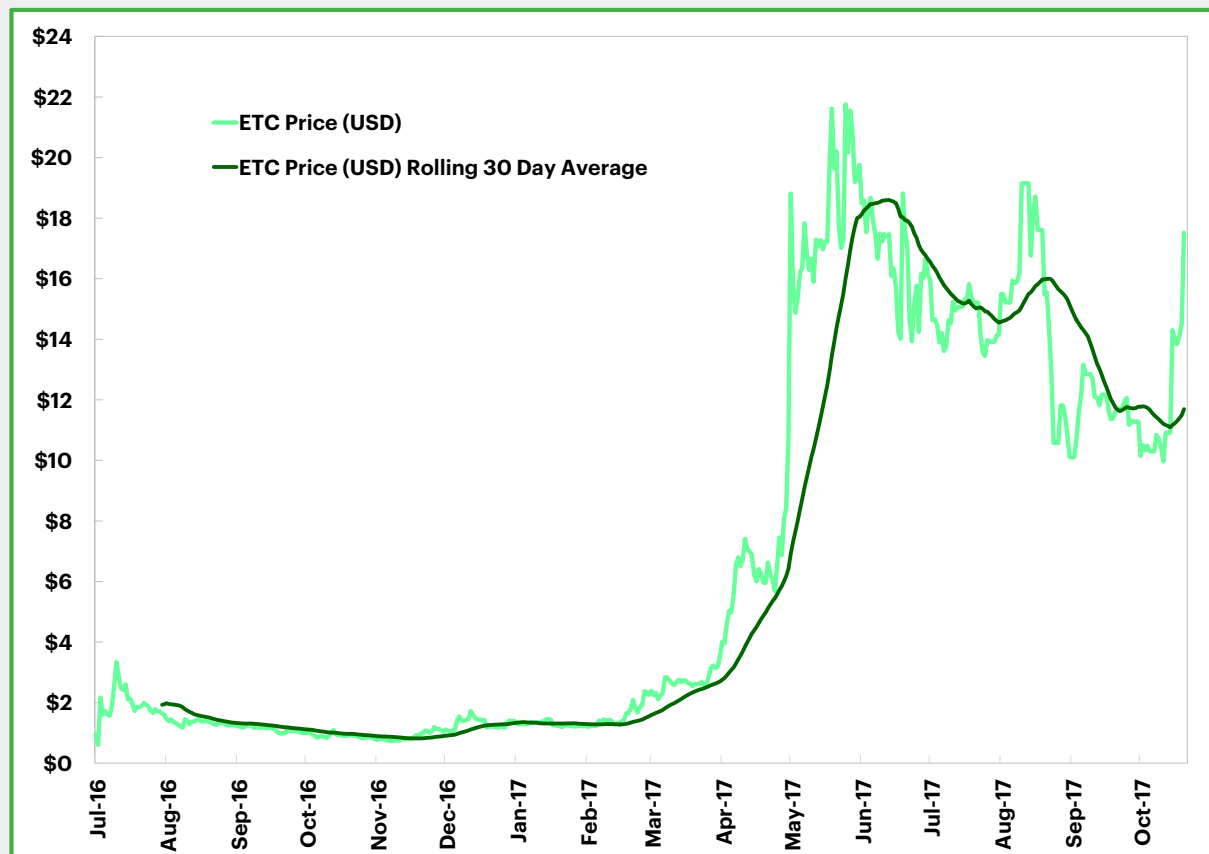
ETHEREUM CLASSIC NETWORK GROWTH



ETC RETURNS SINCE THE HARD FORK

Ethereum Classic	Total Return
Cumulative Increase (%)	1,779%

July 23, 2016 through November 11, 2017



Source: TradeBlock, Poloniex. Performance is shown from July 23, 2016 through November 11, 2017. Performance of ETC is based on the daily values provided by Poloniex from July 23, 2016 through December 13, 2016 and the TradeBlock ECX Index thereafter.

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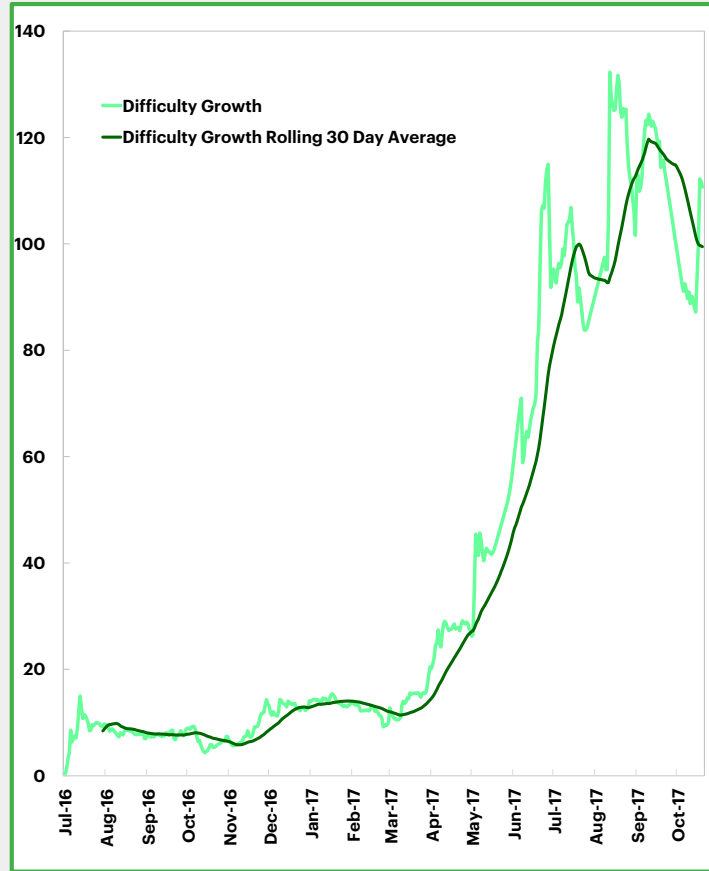
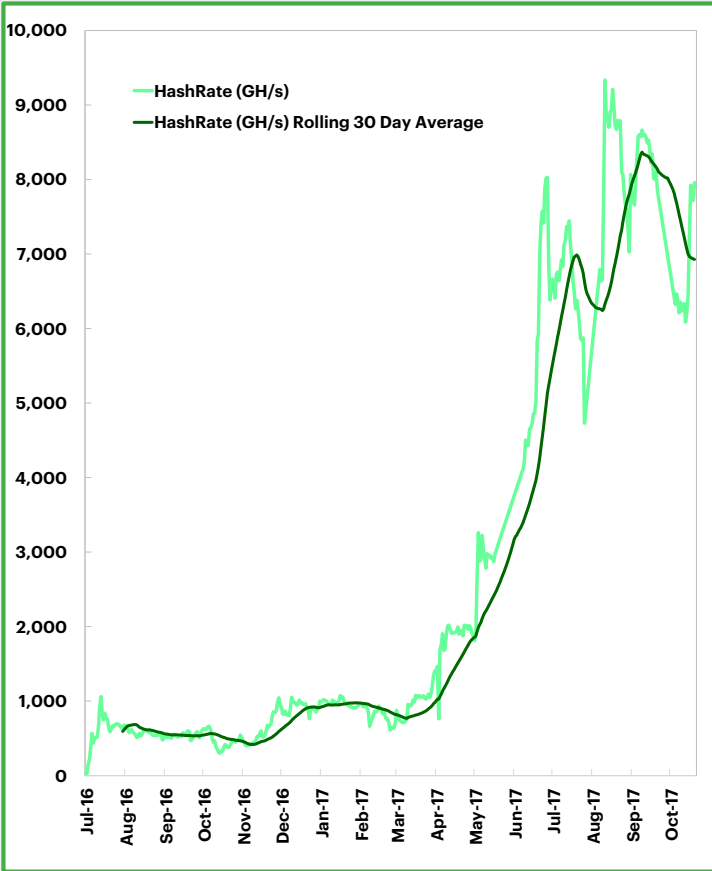
HASH RATE & DIFFICULTY GROWTH



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Ethereum Classic	Hash Rate Growth (GH/s)	Difficulty Growth
Cumulative Increase (%)	2,484%	2,266%

July 23, 2016 through November 11, 2017



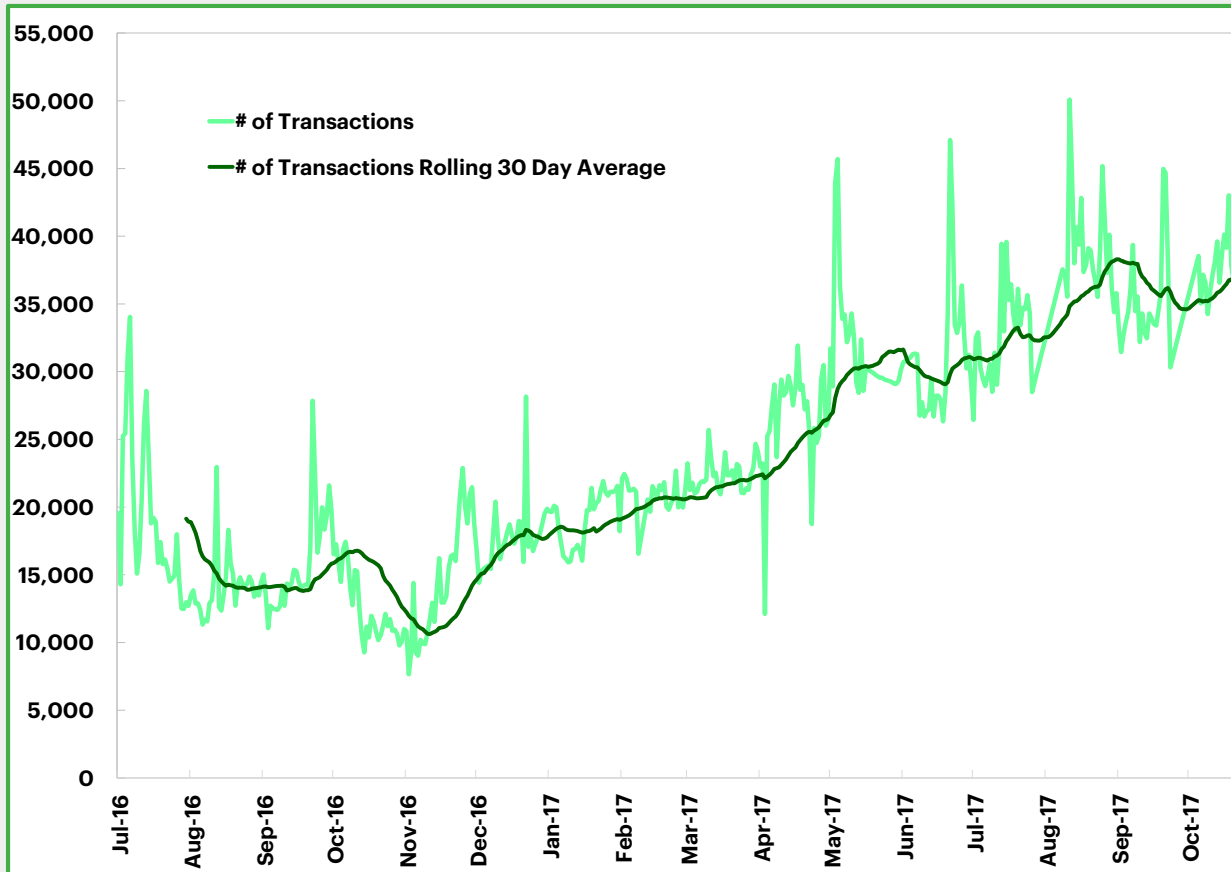
Source: ETCChain.com

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TRANSACTION GROWTH

Ethereum Classic	Daily Transaction Count
Cumulative Increase (%)	87%

July 23, 2016 through November 11, 2017



Source: ETCChain.com

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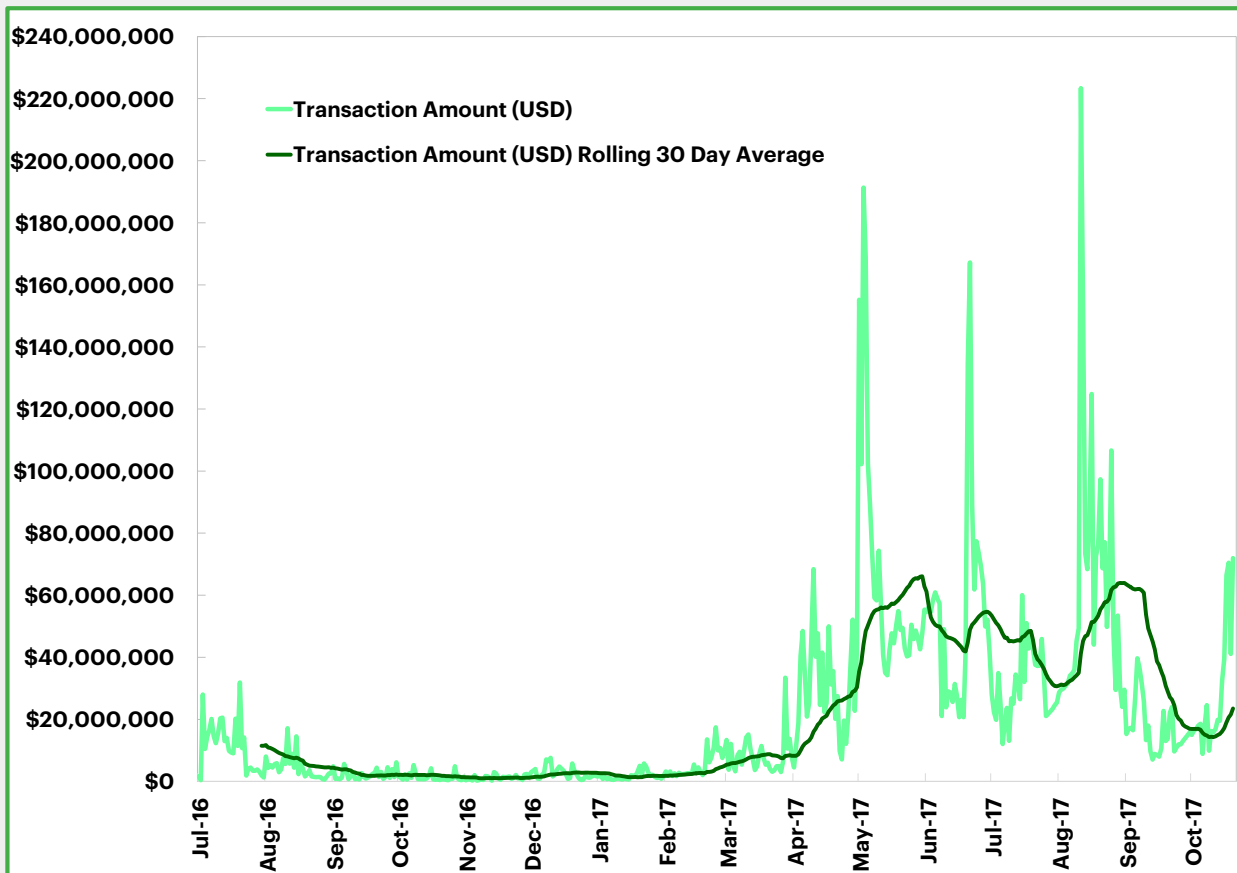
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TRANSACTION GROWTH (USD)

Ethereum Classic	Daily Transaction Amount (\$)
Cumulative Increase (%)	4,293%

July 23, 2016 through November 11, 2017



Source: ETCChain.com

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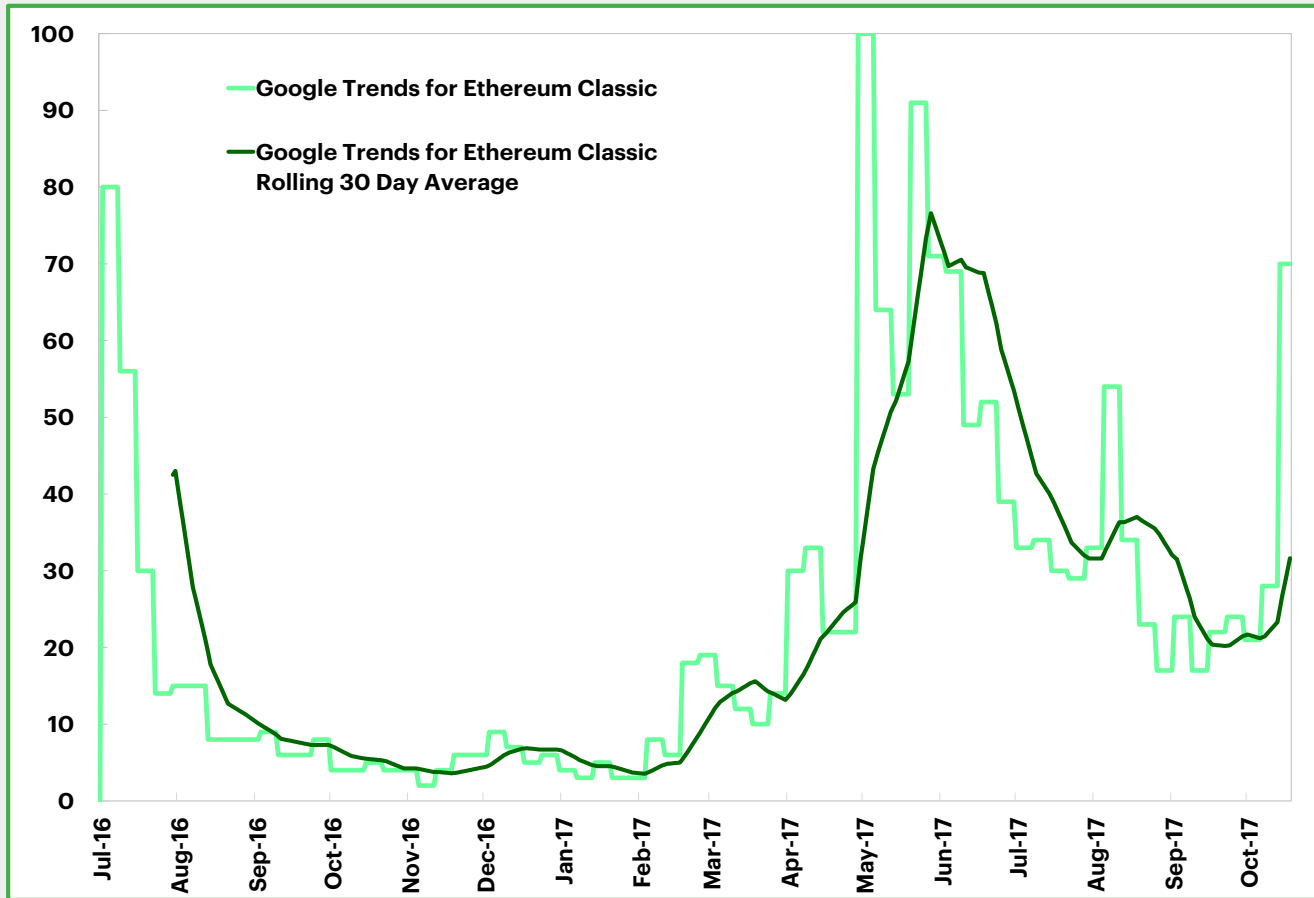
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MOMENTUM IN GLOBAL AWARENESS

Google Trends for Ethereum Classic

July 23, 2016 through November 11, 2017



Source: Google

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FUNDAMENTAL DRIVERS OF SUSTAINABLE VALUE



BUILDING THE FUTURE

- **Strong Governance Principles**

- Security-first approach
- Immutability
- Decentralization

- **Robust Monetary Policy and Economic Model**

- ECIP-1017 built to resemble Bitcoin

- **Decentralized Development with 20 Dedicated Developers**

- ETCDEV Team
- IOHK Grothendieck Team
- Ethereum Commonwealth
- Smart contract marketplace and third-party developer tools coming

- **Financial Backing and Capital Formation**

- Ethereum Classic Investment Trust
- Public quotation of ETC Trust on OTC Markets
- Ethereum Classic Cooperative

- **Resilient Community**

- Passionate and tested community
- 80K Twitter followers (@eth_classic)
- 8,400 r/EthereumClassic readers
- 5,500 Slack & Discord members
- ETC branding & marketing efforts underway

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