



BINANCE

EXCHANGE THE WORLD

Mission, Vision and Goal

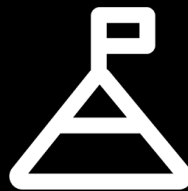


MISSION

BUILD. To provide core infrastructure services for organizing the world's crypto.

VISION

To increase the freedom of money globally and significantly improve lives around the world.



FOCUS

User-focused. We protect our users.
We put our users' needs first.
We deliver quality service.

Binance Ecosystem

The Binance ecosystem goes far beyond the exchange platform. From Binance Pay to Binance Wallet to Binance Academy, Binance provides a comprehensive experience for all users.

Our Ecosystem Is Truly Global.

With its extensive reach and variety, there's always something new to explore in the Binance ecosystem.



260M+

Registered
global users



1M+

Weekly Binance
P2P users



33+

Supported
languages



77B+

Binance Pay
annual volume



3.5M+

Beneficiaries
of Binance Charity



\$1B

Approx. securely stored
in our SAFU Fund

Product Achievements



The Leading
Fiat-to-Crypto
Exchange



The Leading
Futures
Exchange



The Leading
P2P
Exchange



The Leading
Altcoin
Exchange



The Leading
Crypto Payment
Network



The Leading
Crypto Earn
Network



1,785
Trading Pairs
Offered



5th Largest
Mining Pool
For Bitcoin

Proof of Reserves

Evidence and Proof

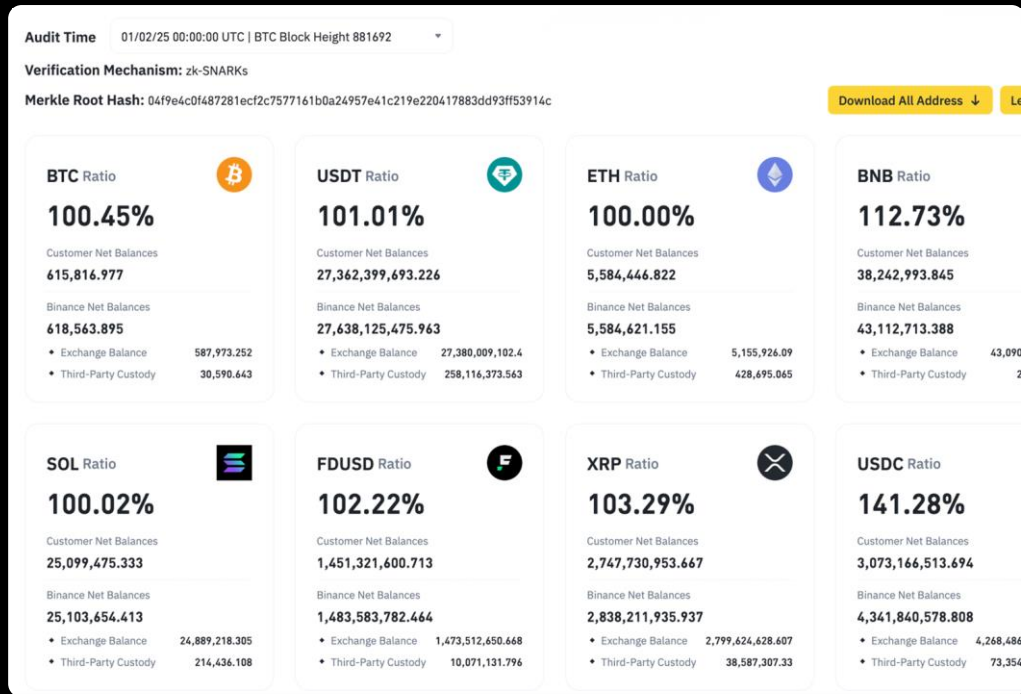
Binance has funds that cover all of our users' assets 1:1.

Verifiable Merkle Tree

Every user can verify their asset holdings using their own generated Merkle hash/record ID.

zk-SNARKs Solution

An implemented zero-knowledge proof protocol enhances the Merkle Tree Proof of Reserves (POR) system.



Secure Asset Fund for Users (SAFU)



ESTABLISHED IN

2018



VERIFIABLE WALLET ADDRESS

USDC



FUND CONTAINS APPROX.

\$1BN

Setting Industry Standards for Security

Alongside our technical security features, a team of crypto security experts work diligently to keep users safe.



70+ law enforcement and cryptocurrency experts on our robust security and compliance team working internationally.



Hundreds of dedicated staff working within our compliance team.



80+ countries where Binance assisted with more than 65,000 law enforcement requests in 2024.



Infrastructure powered by Binance Ledger, a highly-secure and efficient technological base layer.

“Protecting our users and their funds is a top priority. It’s something we don’t take lightly.”

Tigran Gambaryan, Head of Financial Crimes Compliance

Regulatory Approvals in...



Trends in 2025

The new direction of SEC towards crypto will create multiple opportunities

- **For Bitcoin with the generalisation of Bitcoin treasury company**
- **For cryptocurrencies such as ETH, SOL who have a strong track record and a growing community and other leader in their activities**
- **For DeFi platform implemented outside Europe**
- **For project focusing their efforts on US and SEA the two major zone of movement inside crypto**

Regulatory speaking we observe a strong commitment to development of crypto activity in US in opposition to Europe where the regulation policy is strenghtening and will soon observe DeFi framework

Trends in 2025

We observe thanks to our experience and knowledge different trends :

- In blockchain the most important is to observe the activity, TVL, Volume, number of participants, tech roadmap is secondary
- A market without liquidity keep being without liquidity even after tokenisation
- Compute engine looks to be a big trend approaching especially with the growing demand in AI
- DeFI and deployment of Perp DeFI platform will generalise in the coming months (Hyperliquid, Aster,....)
- Security is the key when you invest, be sure to put your asset or invest into resilient and battle tested platform

Introducing Alpha

Pre-access to web3 projects

Binance Alpha is a new platform inside the Binance app that gives you early access to high-potential Web3 projects. You learn, complete simple tasks, earn points, and... get airdrops.

Get rewarded in Alpha points

You earn Alpha Points by holding tokens on Binance Exchange and by buying Alpha tokens in your Binance Wallet.

Alpha Airdrops

The more points you have, the higher your chances of qualifying for Alpha Airdrops.

Significant rewards

People eligible for Alpha airdrops from 8 projects recently received over \$1,000 in token rewards. No joke.



BINANCE ALPHA AIRDROP PERFORMANCE May 16, 2025

Token	Airdrop Date	Token Quantity Per Users	Reward (\$) Per Users on Day 1 Close	Reward (\$) Per Users on ATH
BOOP	2025-05-05	291	\$88	\$132
OBOL	2025-05-07	165	\$45	\$78
ZKJ	2025-05-07	50	\$106	\$110
SXT	2025-05-08	512	\$74	\$84
DOOD	2025-05-09	9,873	\$84	\$104
PUFFER	2025-05-12	362	\$97	\$134
RDAC	2025-05-13 & 2025-05-14	482 900	\$24 \$37	\$64
NXPC	2025-05-15	198	\$520	\$788
		TOTAL	\$1,076	\$1,528

DISCLAIMER: Binance Alpha features emerging digital assets which are not listed on the Binance Exchange. The labelling as an Alpha Asset do not imply that such asset will be listed on the Binance Exchange. You may lose all or part of what you invested. Please note that (i) Alpha Assets are exposed to increase price volatility, and therefore higher risks (ii) you are exposed to price slippage and blockchain fees (iii) Alpha Assets cannot be withdrawn from the Binance Exchange. Binance will not be responsible for any losses that you may incur arising from an investment in Binance Alpha Assets.

Binance Academy

Founded in 2018, Binance Academy provides free & localized education on blockchain technology. Our mission is to educate the world about blockchain and the potential of Web3.

We work with a broad array of platforms, colleges, universities, and online education institutions to develop new curricula, webinars, and workshops for millions of people worldwide.

Learn about blockchain with:

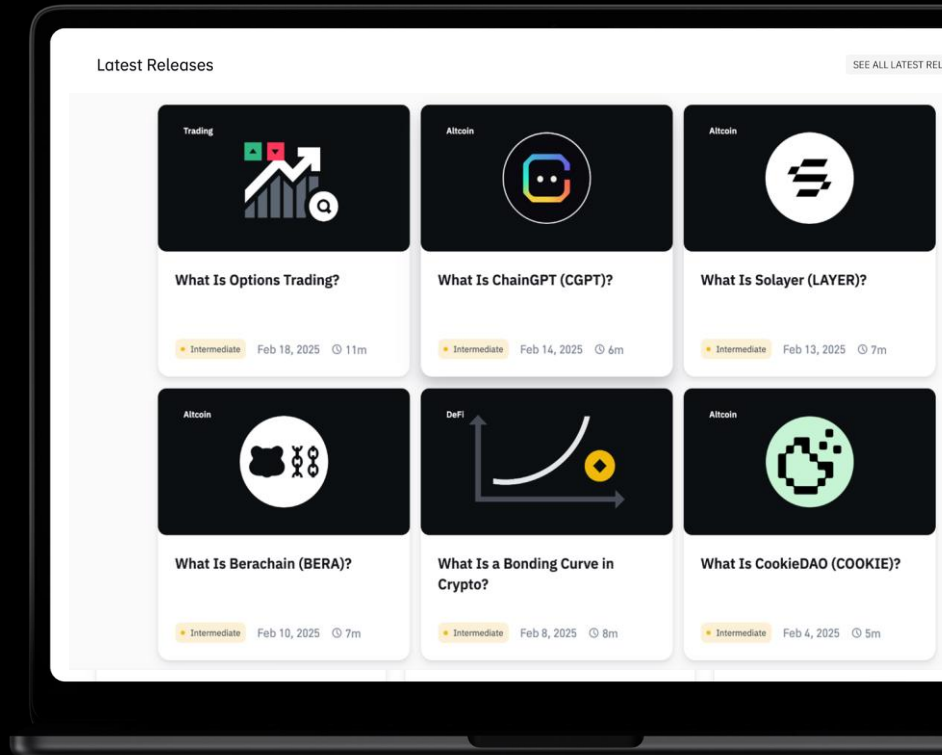


1000+ articles & glossary entries

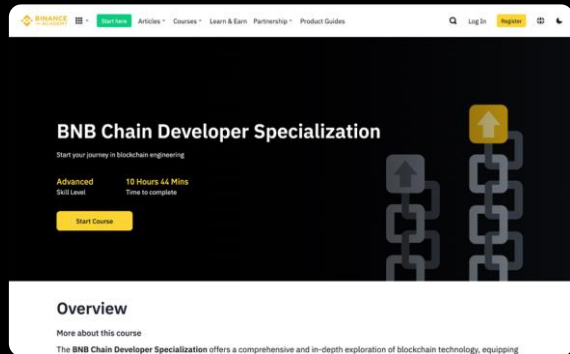


33 languages

academy.binance.com/en



Binance Academy Initiatives



ONLINE COURSES

- 30+ hours of accredited web3 educational courses
- Localized into 10+ languages
- Free & paid programs

EDUCATIONAL PARTNERSHIPS

- University Collaborations – 225+ schools
- Global University Outreach Program: 'Train the Trainer' Partnership with Blockchain Center to educate 1M+ students by 2026

LEARN & EARN

- Earn crypto by learning about blockchain and Web3
- 50+ projects launched

**JOIN THE BINANCIAN
COMMUNITY TODAY**



Sign Offs (A/O 20/4/23)		
POC	Comments	Date
Overall Owner	Dewi M/ JiXuan	Feb 20 2025
Marketing	Willy	31.05
Legal	Vikram.Judge (Vik)	Aug. 31
	Clement Fung	Wed. Jun 20
Comms	Dewi M	Sep. 4
Content - Luke Pettit	Figures Updated	Sep 15
Editor - Kiril Bryanov	Proofed	March 17
Product Figures	Kaiser & his team	Sep. 5