

## Announcement

### SMART VALOR AG, Switzerland

12 August 2022

#### **SMART VALOR introduces its first affiliate marketing channel on impact.com**

**SMART VALOR has started a cooperation with the renowned affiliate platform impact.com to accelerate growth and optimise the management and scaling of distribution partnerships.**

Affiliate marketing has become a central element of marketing in recent years, mainly because of the great value for money it offers. On a mission to scale its retail business, SMART VALOR has integrated this approach in its marketing strategy. Through partnership with impact.com we aim to accelerate customer growth and optimise the management and scaling of distribution partnerships.

Main goals:

- Leverage partnerships for customer acquisition, brand awareness and revenue
- Build up a new high performing marketing channel
- Engage with the right partners to achieve sustainable growth

After investigating various options and channels for customer acquisition through affiliate marketing, we decided on the highly reputable affiliate company impact.com. Their platform provides white label affiliate tracking and setup tools with fixed monthly fees and a budget-based usage fee. With impact.com we will have instant access to performance metrics as well as actionable insights.

Since affiliate marketing represents a fast opportunity for market penetration, we decided on this move in order to increase the growth of our customer base in the DACH region and in the European area. This allows us also to allocate our budget intelligently over a longer period of time.

An important aspect of this approach is retargeting. The affiliate project supports all other current and future marketing activities. By attracting potential customers, we can target new audiences to encourage them to take their first financial action and maintain our relationship with them.

We are looking forward to alignment with new potential partners and launch our first affiliate marketing project – the next logical step on scaling SMART VALOR retail business.

About impact.com:

impact.com is the global leader in partnership automation, supporting any type of partnership – including affiliates, influencers, commerce content and brand-to-brand. The company operates 13 offices worldwide and is headquartered in Santa Barbara, California.

**For additional information, please contact**

Olga Feldmeier, Board chair and Co-founder  
Email [olga.feldmeier@smartvalor.com](mailto:olga.feldmeier@smartvalor.com)

Adrian Faulkner, General Counsel  
Mobile: +44 779 695 0688  
Email: [adrian.faulkner@smartvalor.com](mailto:adrian.faulkner@smartvalor.com)

**Certified Adviser**

Mangold Fondkommission AB is acting as the Company's Certified Adviser and can be reached on phone number +46 8 5030 1550 and [ca@mangold.se](mailto:ca@mangold.se)

**About SMART VALOR**

SMART VALOR is a Swiss company that became the first European digital asset exchange listed on Nasdaq First North. The company's mission is to provide a trusted gateway to blockchain technology for investors and institutions. On the B2C side, it operates a retail digital asset exchange, custody, and asset management. On the B2B side, the company works with banks and fintech companies offering its technology as a white-label Crypto-as-a-Service solution. SMART VALOR was one of the first crypto companies to receive financial intermediary status in Switzerland and to be registered as an exchange and token custodian under the Blockchain Act of Liechtenstein.