

Announcement

SMART VALOR AG, Switzerland

3 August 2022

SMART VALOR's latest platform updates – optimized user experience, enhanced security and new services

Switzerland-based digital asset exchange SMART VALOR has introduced multiple new features and improvements in the past months, covering marketing, UX/UI, product, compliance and automation.

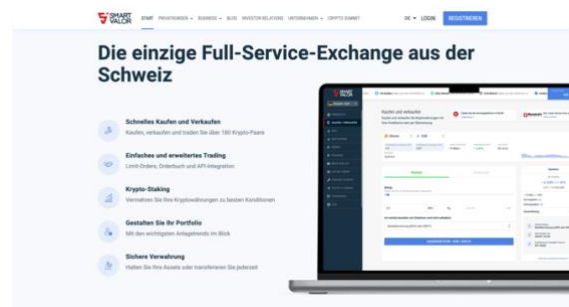
Despite the ongoing tense situation in the crypto market, we are continuing to work intensively to make SMART VALOR the most trusted crypto exchange in the German-speaking world. Due to our very successful past business year, we were able to grow our team in all important areas of our company. We have thus created the necessary workforce to implement various projects, all of which are geared towards our core objectives:

- Secure and easy access to digital assets
- High user-friendliness and cutting-edge services
- Excellent customer support for our growing number of users

The biggest part of software development has taken place in the areas of security, compliance and automation. These areas and their further development, although not visible to users, are the key pillars of our technology stack. The investment in these areas has a strategic character which means they are needed to be able to onboard further B2B and B2B2C partners providing them with a highly scalable infrastructure for trading and custody of any digital asset.

From the space which is visible for users, the most important improvements and updates that our teams have completed in the last months are the company website, UX design features and integration with a bank.

As the company's homepage is the first point of contact for potential customers, we have made an update to provide greater clarity and a better visitor experience. New users find their way around immediately and get a quick overview of all the important functions on the platform, available markets the competitive advantage of SMART VALOR service offering. All of this was transcript additionally in four languages such German, Swedish, Korean and Russian. The development of the new mobile app will be completed soon as well.



In terms of UX (user experience), we have made many small optimizations to the functions of our platform to further increase user-friendliness. The aim of these efforts is to evolve the user experience of our growing customer base from good to excellent. Here, the focus of our UX team was on brokerage, wallet view and sign-up process. To give customers a better overview of their transaction history, several adjustments have been made to the user interface of the exchange. Only the events that are essential to the user are now displayed in a very clear manner, rather than multiple related and potentially confusing transaction events. In the menu item “My Wallet”, adjustments have been made to clearly display broker-related transactions in a separate “Buy/Sell” tab. Furthermore, we have introduced more customer-friendly language in many areas to make the onboarding process easier and more appealing. This includes elements such as the email address verification screen, the personal information form and the welcome pop-up screens.

We implemented a significant new feature in collaboration with a Swiss bank: the linking of our platform with Dukascopy Bank. The API integration between the bank's backend and our exchange gives the bank's clients the ability to trade digital assets seamlessly on the SMART VALOR exchange. For our customers who open an account with Dukascopy, brokerage on our platform will be even more convenient. Customers of both companies benefit from this one-step solution and instant digital asset purchase.

For additional information, please contact

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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.