



itBit

2015 Welcome Guide

Letter from the CEO

Thank you for taking the time to learn more about itBit, our global bitcoin exchange. Whether you are a new or experienced bitcoin trader, we aim to serve your needs. You are likely exploring the numerous available options, so we hope you take a moment to understand how itBit is different.

Back in 2010, I found myself in a similar position as you. I was learning about an emerging industry and quickly recognized the power of Bitcoin as a powerful new protocol, next generation financial asset and driver of social good. With the vast potential, there were also challenges—existing services were inadequate for exchange users. Having worked in finance for most of my career, I noticed that essential regulatory standards were being ignored. Unable to find a solution, I set out to fill a major gap in the industry and to create an exchange that would operate on the same level of sophistication as traditional global exchanges.

Now, after many years of hard work from dozens of talented people, all of whom also believe in the value and power of Bitcoin, we can proudly say that we offer an exchange unlike any other. By establishing the itBit Trust Company, overseen by the New York State Department of Financial Services, itBit is now the first and only regulated exchange to accept US customers nationwide, as well as bitcoin traders around the world.

itBit is committed to excellence, regulatory compliance and customer service. We continue to add more services and features so that we can continue to provide you with the best experience and highest standards anywhere.

There are many important issues when considering an exchange and we want you to feel confident with your choice. Please review our informational literature and let us know if you have any questions or suggestions. We hope you will join us.



Charles Cascarilla

CEO & Co-Founder, itBit



Why itBit

Setting a New Regulatory Standard



Meeting regulatory requirements is one of itBit's guiding principles. As a global exchange, itBit has taken important measures to achieve regulatory compliance in the US and around the world.

- ✓ Global AML/KYC compliance program
- ✓ Dedicated teams of experienced compliance officers in New York and Singapore
- ✓ Launched the itBit Trust Company, which raised the bar for bitcoin regulation in the US

Bank-Level Security



itBit employs multiple layers of security to ensure that our bitcoin trading platform and transaction processes are the safest in the industry.

- ✓ Online: DDoS attack protection, SSL protocol, 2FA and full encryption
- ✓ Wallet: 100% of customer bitcoins are secured in offline cold wallets
- ✓ Internal: Background checks, secure sharing and stringent vendor oversight

Around-The-Clock Customer Support



itBit has offices in New York and Singapore, two of the world's largest financial markets. This allows us to have dedicated teams of customer service professionals on both sides of the globe ready to assist you around-the-clock.

Bitcoin Trading and Industry Expertise



itBit offers detailed bitcoin market reports, technical trading analysis, commentaries and industry insights--everything you need to make informed trading decisions. Check out the itBit Blog to access all of our latest research and insights.

Financial Experience



The itBit team and Board of Directors feature seasoned business leaders, industry experts and professionals from top financial institutions and regulatory bodies.



itBit USA

First Regulated Bitcoin Exchange Available Nationwide

While other bitcoin exchanges are operating with a handful of state money transmitter licenses at best, itBit has been working on a regulatory solution for all US bitcoin traders.

By establishing the itBit Trust Company through the New York State Department of Financial Services, itBit is regulated to the highest degree, offering a level of customer care superior to any other Bitcoin company.

Redefining Bitcoin Customer Protection

From insuring your funds to issuing account statements, itBit is bringing all the security and service you expect to Bitcoin.



FDIC Insurance & Full Asset Protection

US dollars are FDIC-insured and all fiat and bitcoin customer assets are fully protected by the itBit Trust Company.



American Banking

US customer dollars are held in regulated US banks and do not leave American soil.



Strict Regulatory Oversight

All assets deposited by US customers are held in custody in a legal entity regulated by the New York Department of Financial Services.

Comprehensive Account Reporting

All U.S. customers receive account documents similar to those offered by top financial institutions.



- ✓ Monthly Gain/Loss Statements
- ✓ Quarterly Gain/Loss Statements
- ✓ Year-End 1099 tax forms



itBit Bitcoin Exchange

Real-time Bitcoin Trading

The screenshot displays the itBit trading interface for XBTUSD. At the top, there are navigation links for Trade, Funding, Help, and Account. The main header shows the current market state: **BID \$ 395.55**, **ASK \$ 396.65**, and **VOL ₿ 975.07**. A **Rebate Balance: \$0.91 USD** is also visible.

The **Limit Order** section allows users to enter a price of **\$ 396.65** and a quantity of **₿ 0.0000**. Below this, there are buttons for **BUY XBT** and **SELL XBT**. The **BUY XBT** button shows an **Avg. Price \$396.65 USD** and **Max. Fees (taker) \$0 USD**. The **SELL XBT** button shows an **Avg. Price \$395.55 USD** and **Max. Fees (taker) \$0 USD**.

The **Wallet** section shows a **fee structure** table:

Currency	Balance	Available
XBT	100,000.0002	100,000.0002
EUR	100,000.00	100,000.00
SGD	100,000.00	100,000.00
USD	99,989.94	99,989.94

The **Your Orders** section contains a table with the following data:

date (UTC)	side	quantity	limit price	filled	remaining	avg price	status
2014-11-17 22:56	Buy	₿0.0001	\$271.19	₿0.0001	₿0.0000	\$271.19	Filled
2014-11-17 22:43	Buy	₿0.0001	\$370.67	₿0.0001	₿0.0000	\$370.67	Filled

The **Order Book** section is partially visible, showing **Bid (USD)** and **Ask (USD)** columns.

Trading Homepage

itBit's Bitcoin Trading and Market Data APIs



The screenshot shows the itBit account dashboard. At the top, a navigation bar includes 'Trade', 'Funding', 'Help', and 'Account'. A yellow oval highlights the market data for XBTUSD: 'XBTUSD - Vol 975.07 XBT Bid \$395.55 Ask \$396.65'. Below this, the 'Wallet' section displays a table of account balances and available amounts for XBT, EUR, SGD, and USD. To the right, there are 'Deposit' and 'Withdraw' forms, both set to 'XBT - Bitcoin'. The 'Withdraw' form shows an amount of 0.00000000. At the bottom, there is a 'Funding History for Wallet' table with columns for Time (UTC), Transaction, Currency, Amount, Status, and Notes. A yellow oval also highlights the 'Export to CSV' button and the page indicator '1 - 1 of 1'.

Real-time market data

The screenshot shows the 'Limit Order' form. It includes fields for 'Price' (\$ 461.5) and 'Qty.' (20.0000). A yellow oval highlights the 'Display' field, which is set to '2.0000' and has a small icon to its right.

Ability to enter "hidden" iceberg orders



Account:

2014-08-17 through 2014-09-17 **1d** 1w 1m 1y Export selected to .csv

Date (UTC)	Instrument	Direction	Currency 1	Currency 2	Rate	Fee (Rebate)
2014-09-15 15:47	XBTUSD	Buy	฿1.0000	-\$473.75	\$473.75	(\$0.00)
2014-09-10 15:34	XBTUSD	Buy	฿0.2500	-\$121.22	\$484.87	(\$0.00)
2014-09-09 14:06	XBTUSD	Buy	฿2.0000	-\$938.00	\$469.00	(\$0.94)
2014-09-08 14:39	XBTUSD	Sell	-฿1.6220	\$760.72	\$469.00	(\$0.76)
2014-09-08 14:30	XBTUSD	Sell	-฿1.3780	\$646.28	\$469.00	(\$0.65)
2014-09-08 12:40	XBTUSD	Buy	฿0.5962	-\$277.55	\$465.53	(\$0.00)
2014-09-08 12:40	XBTUSD	Buy	฿1.9068	-\$886.11	\$464.71	(\$0.00)
2014-08-18 20:21	XBTUSD	Sell	-฿1.8921	\$883.54	\$466.96	(\$0.00)
2014-08-18 20:21	XBTUSD	Sell	-฿0.6079	\$283.89	\$467.00	(\$0.00)
2014-08-18 19:38	XBTUSD	Buy	฿0.0310	-\$14.59	\$470.50	(\$0.01)
2014-08-18 19:38	XBTUSD	Buy	฿0.7166	-\$337.16	\$470.50	(\$0.34)
2014-08-18 19:37	XBTUSD	Buy	฿0.2834	-\$133.34	\$470.50	(\$0.13)
2014-08-18 19:37	XBTUSD	Buy	฿0.4190	-\$197.14	\$470.50	(\$0.20)

Trading History

Order Book

Order Book

Bid (USD)			Ask (USD)		
TOTAL	QTY	PRICE	PRICE	QTY	TOTAL
0.98	0.98	\$452.38	\$453.22	1.06	1.06
2.83	1.84	\$452.37	\$453.23	0.68	1.75
4.31	1.48	\$451.39	\$453.92	3.60	5.35
10.19	5.87	\$451.37	\$454.33	1.50	6.86
21.00	10.81	\$450.13	\$455.28	6.39	13.25
121.00	100.00	\$450.01	\$456.42	8.28	21.53
126.07	5.07	\$450.00	\$456.99	15.00	36.53
127.07	1.00	\$449.37	\$457.35	11.18	47.72
143.21	16.13	\$449.14	\$459.05	1.00	48.72
164.14	20.92	\$448.04	\$459.25	1.00	49.72
206.58	42.44	\$445.88	\$459.44	22.48	72.20
206.69	0.10	\$444.79	\$459.97	1.00	73.20
206.94	0.25	\$444.37	\$460.91	2.38	75.58
207.94	1.00	\$444.37	\$461.69	1.42	77.01
209.70	1.76	\$443.87	\$462.10	2.67	79.68
211.35	1.65	\$443.68	\$462.22	2.94	82.62
213.19	1.83	\$443.65	\$462.24	0.75	83.38
215.06	1.87	\$442.95	\$462.35	1.50	84.89
297.56	82.50	\$400.00	\$462.95	0.50	85.39
298.38	0.81	\$369.31	\$463.81	0.47	85.86

Easy Account Management

Account: Wallet
TEST-1234-567

	Balance	Available
XBT	5,6470	5,6470
EUR	2,314.25	2,314.25
SGD	4,532.66	4,532.66
USD	4,830.65	4,830.65

+ New Account

Access to multiple wallets for easy segregation of funds

Easy access to all three currency pairs

XBTUSD XBTEUR XBTSGD

BID \$ 458.34 **ASK \$ 459.27** **vol ₿ 984.77**

Limit Order

Price \$ 459.27 Qty. ₿ 0.0000

BUY XBT SELL XBT

Avg. Price \$459.27 USD Avg. Price \$458.34 USD

Deposit

Currency

XBT - Bitcoin

Deposit

Deposit

Currency

- ✓ XBT - Bitcoin
- EUR - Euros
- SGD - Singapore Dollars
- USD - U.S. Dollars

Withdraw

Currency

XBT - Bitcoin

Address

Amount

₿ 0.00000000

Withdraw

Withdraw

Currency

- ✓ XBT - Bitcoin
- EUR - Euros
- SGD - Singapore Dollars
- USD - U.S. Dollars

Amount

₿ 0.00000000

Withdraw

Transparent deposit and withdrawal process



itBit Market Data and Research

itBit's real-time bitcoin market data, detailed trading analysis and comprehensive educational resources arm you with everything you need to succeed.

Bitcoin Market Data

- Market Price
- Market Depth
- Hash Rate
- Market Capitalization



This block features an article preview from 'itBitblog' titled 'Lifting the Offer' for the week of April 20th, 2015. Below the article is a table showing market capitalization data:

Market Capitalization	% Change
Past Week	-3.94
Month-to-Date	-4.71
Year-to-Date	-26.54

The article preview includes a small price chart and a list of news items dated from January 1st to January 27th.

Bitcoin Trading Research

- Weekly Bitcoin Macro Trends and Price Outlooks
- Bitcoin Market Reports
- Technical Price Analysis
- Industry Insights and Commentaries

This block shows two book covers. The top cover is 'Global Transaction Network' featuring a Bitcoin logo. The bottom cover is 'Bitcoin Basics: Bitcoin, Blockchain and Beyond' by itBit education, featuring a blue background with geometric patterns.

Bitcoin Education Library

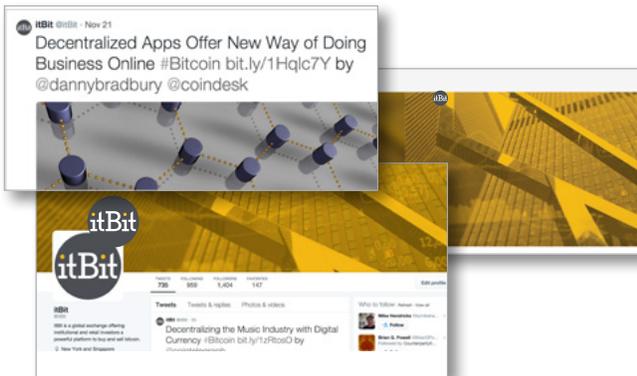
- Bitcoin Basics
- Blockchain Guides



Connect with itBit

Conferences & Events

- Bitcoin and financial industry conferences
- Local bitcoin community meetups in New York
- Exclusive client networking dinners and events



Social Media

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itBit Blog

Learn about Bitcoin trading, investing, technology and more





Our Team

Global Management Team



Charles Cascarilla / CEO & Co-Founder

Charles Cascarilla is the CEO and co-founder of itBit. As a Bitcoin early adopter with more than 15 years of experience in financial services, Charles has a unique perspective and interest in integrating Bitcoin with traditional systems. Since 2005, he has been a partner and co-founder at institutional asset management complex Cedar Hill Capital Partners LLC (and its venture capital subsidiary, Liberty City Ventures LLC, founded in 2012). Earlier in his career, he was a portfolio manager at Claiborne Capital and an analyst at both Bank of America Securities LLC and Goldman Sachs & Co. He is the founder and a trustee of the LGC Foundation and serves on the board of several other charities and private companies including Project ALS, The Centurion Foundation and ALS Biopharma. He holds a B.B.A. in Finance from the University of Notre Dame and is a CFA charter holder.



Andrew Chang / COO

Andrew Chang is the COO of itBit. He has over a decade of operational experience at technology companies and startups, and is a partner at seed fund Liberty City Ventures. Before joining itBit, Andrew served as a Lead Strategic Partner Development Manager at Google, working in business development for display ad products. Prior to that, he was the COO of ConditionOne and an associate at TechStars New York. He also has experience managing innovation in research, analytics and digital media at WPP-owned Kantar Video and at 360i, a digital marketing agency. Andrew earned his MBA from New York University's Leonard N. Stern School of Business and a B.S. in Operations and Technology Management from Boston College.



Erik Wilgenhof Plante Chief Compliance Officer



Richmond Teo CEO of Asia & Co-Founder



Gabriel Hidalgo, Esq. SVP Compliance, USA



Steve Wager SVP Operations, USA



itBit Board of Directors

itBit's board of directors includes government and financial services leaders:



Sheila Bair

Sheila C. Bair served as Chairman of the FDIC from 2006-2011, during one of the most turbulent economic eras in history, and was among TIME magazine's 100 most influential people.



Bill Bradley

Senator Bill Bradley is currently a Managing Director of Allen & Company and was previously the U.S. Senator for New Jersey (1979-1997), during which time he served as the Chairman of the Senate Finance Committee.



Robert Herz

Robert H. Herz was previously the Chairman of Financial Accounting Standards Board (FASB) and a senior partner at PricewaterhouseCoopers. He chaired the AICPA SEC Regulations Committee, and currently is on the boards of Morgan Stanley and Fannie Mae.

Our Investors

itBit has raised over \$30m from world-class investors including:



Jim Pallotta

Jay Jordan



Start trading with itBit today

Open New Account



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Bitcoin trading involves a high degree of risk. The Bitcoin market is new and unproven and may not grow. Currently, there is relatively small use of Bitcoin in the retail and commercial marketplace in comparison to relatively large use by speculators, thus contributing to price volatility that could adversely affect an investment in Bitcoin. It should not be assumed that trading Bitcoin will be profitable or that it will not result in losses. In order to participate in the trading of Bitcoin, you should be capable of evaluating the merits and risks of the investment and you should be able to bear the economic risk of losing your entire investment. No material contained in this Welcome Guide should be considered as an offer by itBit to sell or a solicitation by itBit of any offer to buy Bitcoin.