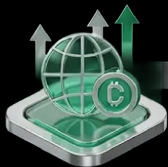




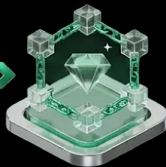
# KuCoin Strategic Partnership



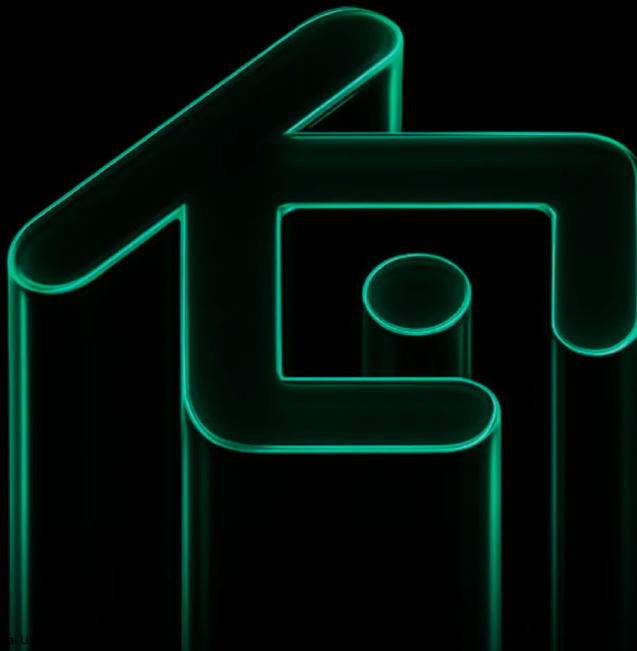
Unlock Global Crypto  
Growth Opportunities



Drive Expansion  
Through  
Regulated Markets



Create Enduring  
Ecosystem Value  
Together

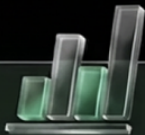


# Co-Creating the Future of Finance with KuCoin



## Partnering with a Trusted Global Digital Asset Platform

KuCoin connects partners to millions of users and active traders across emerging and established crypto markets.



## Long-Term Value Alignment

Partnership unlocks participation in KuCoin's ecosystem growth through KCS – aligning brand collaboration with potential long-term upside.



## Regulatory Expansion

KuCoin is strengthening global compliance across Europe, Australia, Hong Kong, Southeast Asia, MENA and more – building for the regulated institutional-era.



## Brand & Ecosystem Exposure

Partners gain global visibility, co-marketing opportunities, and priority access to KuCoin community, events, and the product ecosystem.



## Strategic Collaboration

Beyond sponsorship – partners get strategic business development access, institutional support, and long-term growth opportunities.



# KCS – KuCoin Ecosystem Value Token

## Investment Positioning



KCS represents long-term economic alignment with the KuCoin ecosystem and its global growth trajectory.

A deflationary value-accrual asset designed to scale with platform usage, institutional adoption, and compliance expansion.

## Value Drivers



Exchange Economics: Participation in KuCoin's ecosystem

Deflation Mechanism: Fixed supply + buyback & burn model

Ecosystem Expansion: Product scale, liquidity depth, institutional flow

Regulatory Tailwinds: Global licensing roadmap in Europe and Australia

Strategic Lock-In Base: Institutional vesting & Alliance participation



# KCS: Invest in the Future of KuCoin

Benefits		Tier I Elite Partner USD 1,000,000	Tier II Premier Partner USD 600,000	Tier III Core Partner USD 300,000
Brand & Visibility	Global Co-Branding & Hero	✓ Annual Diamond Sponsor	✓ Annual Gold Sponsor	✓ Annual Silver Sponsor
	Brand Presence Across KuCoin	✓	✓	✓ Select
	Campaign Co-Branding	✓	✓	✓ Limited
	Thought Leadership/PR Spotlight	✓	✓	/
Ecosystem Access	Priority Access to KuCoin Initiatives	✓	✓	/
	Early Access to Product & Institutional Features	✓	✓	/
Events & Experience	VIP Access to Global Events	✓	✓ Select	/
	Private Leadership Roundtables	✓	✓ Select	/
	Speaking Opportunities	✓	✓ Select	/
Growth & Deal-flow	Curated Investor/Partner	✓ 10	✓ 5	✓ 2
	Ecosystem Business Access	✓ Priority	✓	✓ Limited
	Partner Success Support	✓ Dedicated	✓ Senior	✓ Standard

## KCS Investment Terms

- 24-month full lock-up, no transfers or sales during the lock period
- Quarterly vesting will begin after the two-year lock-up period. Linear vesting, on-chain transparency
- No accelerated vesting without mutual agreement. Full compliance with applicable regulator requirements





# Community Reach



X (Twitter): **3,500,000+**

Followers



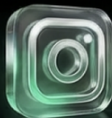
Telegram: **900,000+**

Members



Discord: **100,000+**

Members



Instagram: **270,000+**

Followers



LinkedIn: **135,000+**

Followers



Media  
Partners  
We Work  
With



# Notable Events

## TOKEN2049 Singapore 2025



# Notable Events

## BMW Australian PGA Championship 2025





# Notable Events



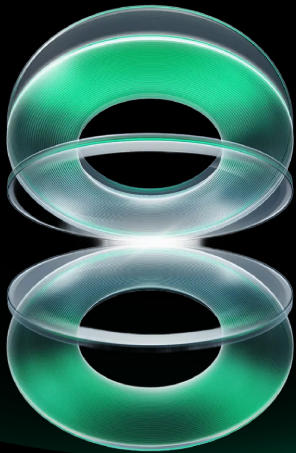
# Blockchain Life

# 2025

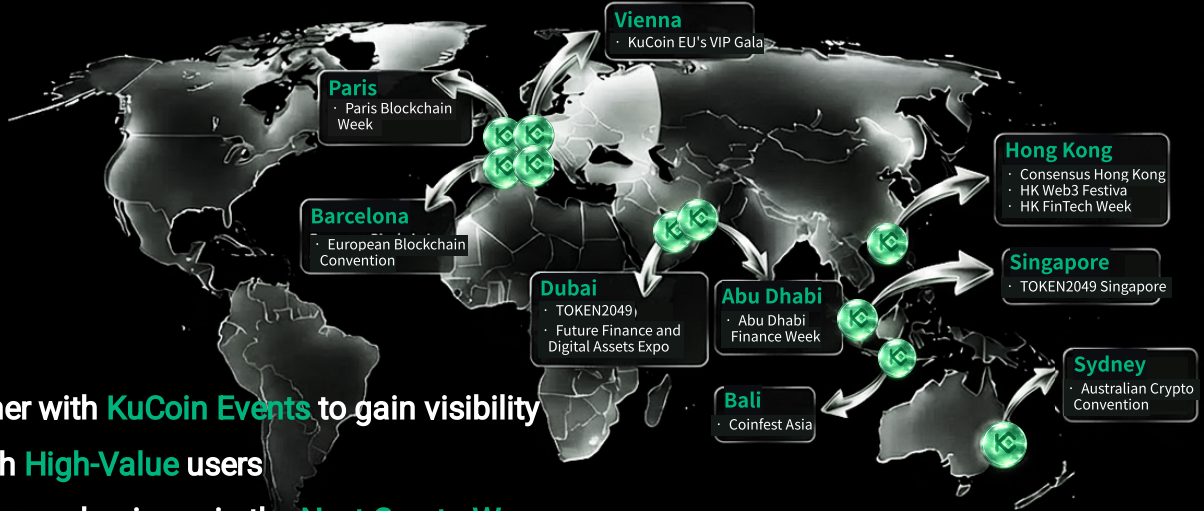


# Notable Events

# KuCoin's 8th Anniversary



# KuCoin 2026 Global Tour



Partner with **KuCoin Events** to gain visibility

Reach **High-Value** users

Grow your business in the **Next Crypto Wave**



# Single-Event Sponsorship Packages

Open To Customizations

Benefits		Diamond Sponsor USD 50,000	Gold Sponsor USD 25,000	Silver Sponsor USD 10,000
Brand Visibility	Logo on Event Banner & Mentions on Invites & Social	✓ Premium	✓ Standard	✓
	Logo in Post-Event	✓	✓	/
	Logo on Event	✓ Prime	✓	✓
	Logo on Bar/Drinks	✓	✓	/
	Logo on Venue Signage/Light	✓	/	/
	Sponsor Mention by Dedicated X (Twitter)	✓	✓	✓
Content Exposure	Dedicated LinkedIn	✓	/	/
	KuTalks Podcast	✓	/	/
	Access to Event Photos & Brand Video on Venue	✓ Full	✓ Partial	✓ Select
On-Site Activation	Sponsor Merch	✓	/	/
	Guest Invitations	✓ 50	✓ 25	✓ 10
Access & Hospitality	VIP Access	✓	✓	✓
	Curated 1:1	✓ 3	✓ 1	/
Business Development	Attendee Opt-in	✓	/	/
	Dedicated BD Support	✓ Priority	✓ Standard	/
Payment Benefit	<ul style="list-style-type: none"> <li>10% discount when paying in KCS</li> <li>Fee can be offset via service fee waivers instead of cash</li> </ul>			



# Annual Sponsorship Packages

Open To Customizations

Benefits		Diamond Sponsor USD 300,000/ year	Gold Sponsor USD 150,000/ year	Silver Sponsor USD 80,000/ year
Brand Visibility (Year-Round)	Logo On All Flagship Event Banner & Pages	✔ Premium	✔ Standard	✔ Light
	Quarterly Social Mentions	✔	✔	✔ Annual Mention
	Logo In Event Highlight Videos	✔ All Events	✔ 2 Events/Year	✔ 1 Event/Year
	Presence On KuCoin Partner Page	✔ Featured	✔ Listed	✔ Listed
Content & Media Rights	Co-Branding In Partner Marketing Assets	✔ Priority	✔ Select	/
	Dedicated X Posts	✔ 4 Per/Year	✔ 2 Per/Year	✔ 1 Per/Year
	Dedicated LinkedIn Posts	✔ 4 Per/Year	✔ 2 Per/Year	✔ 1 Per/Year
	Feature On KuTalks/Ecosystem	✔ 2 Slots/Year	✔ 1 Slot/Year	/
	Thought Leadership Content w/KuCoin Media	✔	/	/
Event Activation & On-Site Branding	Access To Media / Photo Library	✔	✔ Select	✔ Select
	Logo On Event Backdrops	✔ Prime Position	✔ Standard	✔
	Brand Video On Screens (Major Events)	✔	✔ Select	/
Access & Hospitality	Sponsor Merch Distribution	✔	/	/
	Guest Invitations To KuCoin Events	✔ 150	✔ 80	✔ 30
	VIP Access & Priority Entry	✔	✔	✔
BD & Ecosystem Access	Private Networking Dinners	✔ Priority	✔ Select	/
	Curated 1:1 Business Intros	✔ 10 Per Year	✔ 5 Per Year	✔ 2 Per Year
	Access To Opt-In Attendee Lists	✔	✔	/
	Dedicated Partnership Manager	✔ Priority Support	✔ Standard Support	✔ Limited Support
Payment Benefit	Quarterly Partner Strategic Call	✔	✔	/
		• 10% discount when paying in KCS		
		• Fee can be offset via service fee waivers instead of cash		



# Thank You

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Get in touch with us:  
[marketing@kucoin.com](mailto:marketing@kucoin.com)

