



INVESTOR  
PRESENTATION  
2024

<https://www.phoenixgroupuae.com>

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# CORPORATE OVERVIEW

# PHOENIX GROUP PLC AT A GLANCE

Founded in 2017, PHOENIX GROUP PLC has grown into a multi billion-dollar corporation and has established itself as a global leader in the development, operation and management of crypto datacenters.

Phoenix Group specializes in a range of services, from high-performance computing to crypto and cloud mining, data center hosting, crypto trading, and crypto mining products and equipment.

It has also expanded its global footprint across UAE, Oman, Canada, USA and CIS countries through its four verticals and the establishment of the UAE's first fully regulated digital asset exchange M2<sup>5</sup>



## MINING

Phoenix is one of the world's leading Bitcoin miners, with over 15 EH/s capacity, equivalent to circa 3%<sup>4</sup> of the global BTC hash rate.



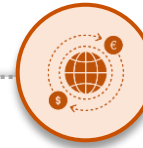
## HOSTING

Development, operations, and maintenance of specialized state-of-the-art mining facilities providing hosting services with high performance computing power for the generation of digital assets



## TRADING

Phoenix has exclusive distribution rights in the Middle East and Africa for industry leading technology hardware brands and accessories (Bitcoin mining equipment and crypto-wallets)



## INVESTMENTS

Phoenix' investment arm aims to expand the business by acquiring strategic and profitable businesses to add both synergies to its core business as well as making healthy contributions to its bottom line. Recent investment in **M2 Exchange, Lyvely, Rekt Studio** is testament to its strategic direction and support of tech innovation in UAE

## PHOENIX DEMONSTRATE SIGNICANT GROWTH WITH UNLIMITED POTENTIAL



TOTAL MINERS ON SITE (BTC)

**117,831**

SELF MINERS (BTC)<sup>2</sup>

**27,912**

HASHRATE<sup>2</sup>

**~16 EH/s**

TOTAL CAPACITY<sup>3</sup>  
(PROJECTED BY EOY 2024)

**~765 MW**

Sources:

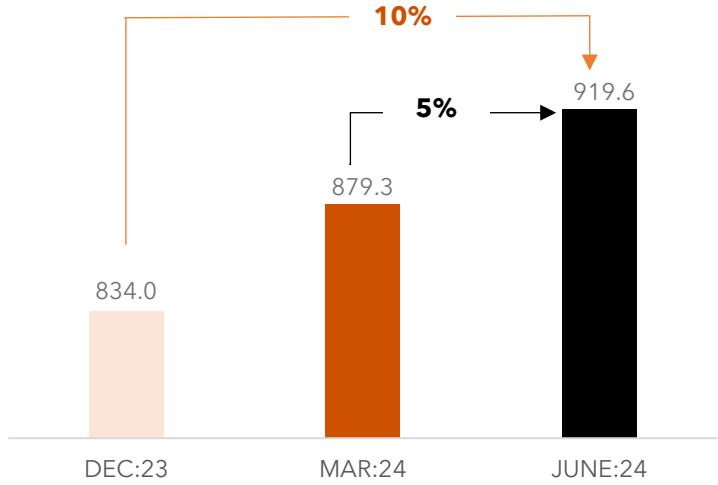
1. PHOENIX GROUP PLC Q2 2024 Financials as reported to ADX;
2. Operational data Jun 2024;
3. Total capacity includes 150MW Oman facility under construction and additional sites in US that are expected to be live in 2024;
4. The matrix changes daily and is reported at time of publication of this information;
5. Refer to Appendix for Corporate Structure

# FINANCIAL & OPERATIONAL METRICS

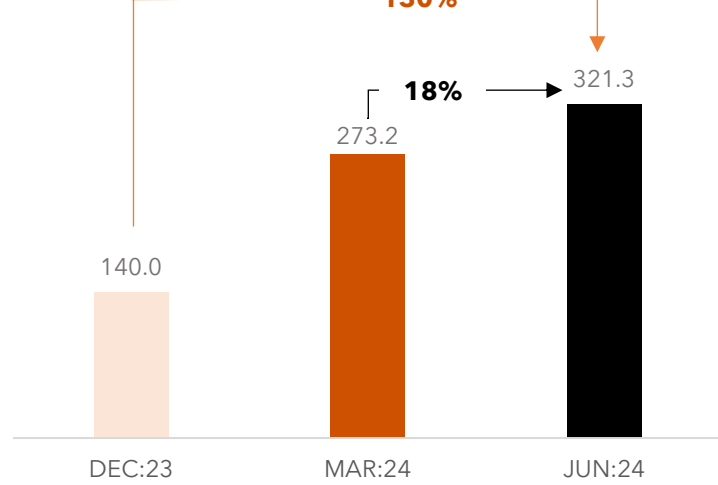
# PHOENIX GROUP PLC FINANCIAL REVIEW

Q2, 2024

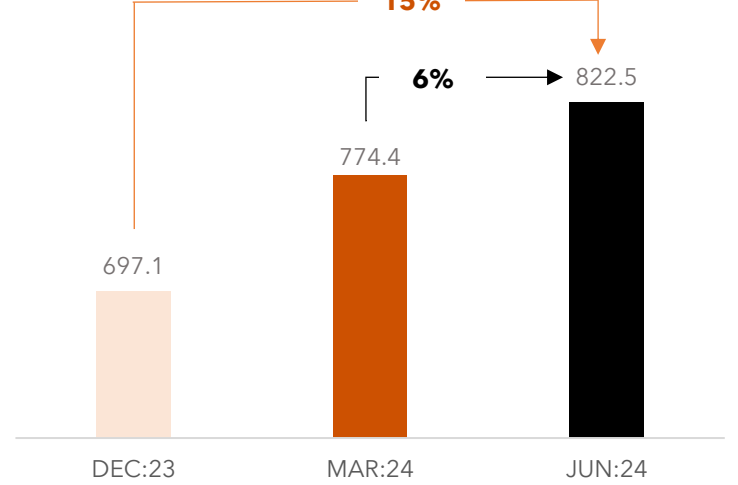
**TOTAL ASSETS**  
(USD MN)



**TOTAL DIGITAL ASSETS**  
(USD MN)



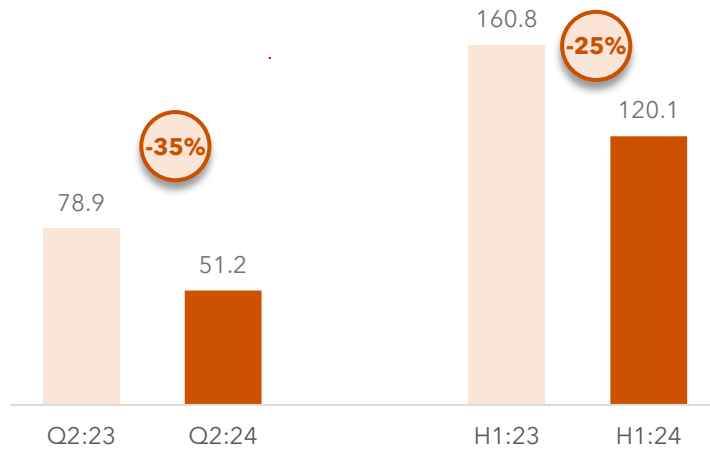
**TOTAL EQUITY**  
(USD MN)



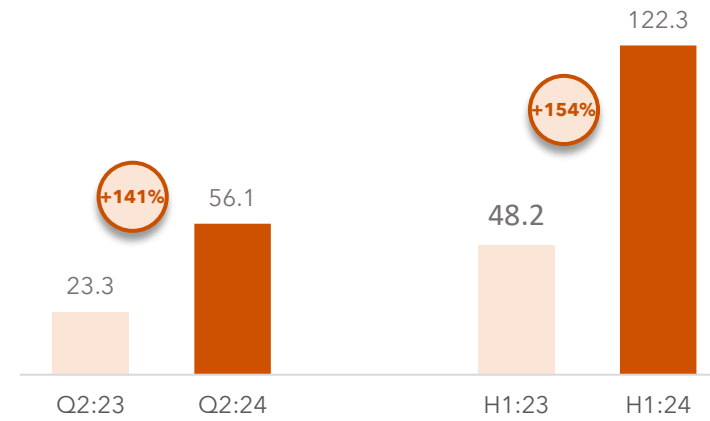
# PHOENIX GROUP PLC FINANCIAL REVIEW

Q2, 2024

### REVENUE (USD MN)



### NET PROFIT (USD MN)





# PHOENIX GROUP PLC OPERATIONAL MATRICES

Q2, 2024



## OVERALL BUSINESS

HASHING SHARE IN THE NETWORK  
**2.56%**

MINING EFFICIENCY  
**31.0 MW/EHs**

BTC MINING PER DAY<sup>1</sup>  
**8.9**

CURRENT POWER CONSUMPTION  
**453 MW**

POWER COST PER KWHr<sup>2</sup>  
**5.70 cent**

### MINING

HASH RATE  
**4.8 EHs**

HASHING SHARE  
**0.81%**

BTC MINED PER DAY  
**4.5**

POWER CONSUMPTION  
**~135 MW**

MINING EFFICIENCY  
**28.4 MW/EHs**

### HOSTING

HASH RATE  
**3.5 EHs**

HASHING SHARE  
**0.59%**

BTC MINED PER DAY  
**3.4**

POWER CONSUMPTION  
**~119 MW**

MINING EFFICIENCY  
**34.5 MW/EHs**

### INVESTMENTS

HASH RATE  
**6.8 EHs**

HASHING SHARE  
**1.15%**

BTC SHARE PER DAY  
**1.06**

POWER CONSUMPTION  
**~200 MW**  
(INCL. CITADEL & OTHERS)

# PHOENIX GROUP PLC KEY HIGHLIGHTS

Q2, 2024

## REVENUE & INCOME




SELF MINING  
**USD 28.5 MN**  
(32% GROWTH Q/Q )



HOSTING  
**USD 17.5 MN**  
(10% DECLINE Q/Q )



TRADING  
**USD 5.1 MN**  
(82% DECLINE Q/Q )



INVESTMENT INCOME  
**USD 58.9 MN**  
(28% DECLINE Q/Q )

## MARGINS



SELF MINING  
**39%**



HOSTING  
**16%**



TRADING  
**40%**



GROSS MARGIN  
**31%**

## EFFICIENCY



TOTAL POWER CAPACITY  
**765 MW**



HASH RATE  
**15.1 EHs**



GLOBAL HASH RATE CONTRIBUTION  
**2.56%**



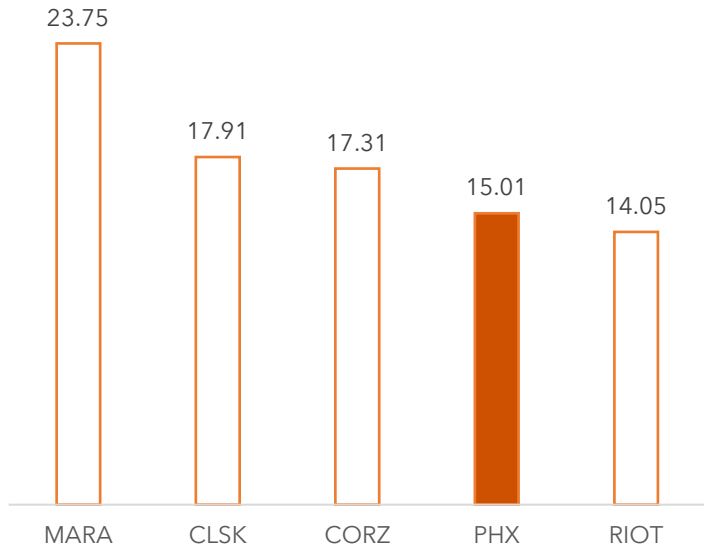
# PHOENIX GROUP PLC PEER COMPARISON

RANKED AMONG TOP 5 BASED ON LATEST AVAILABLE DATA



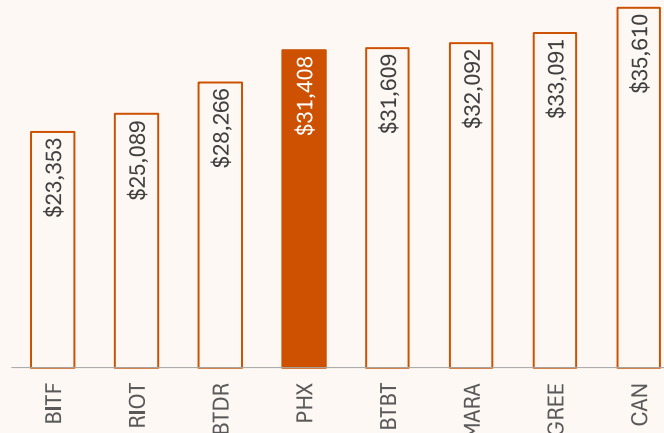
## REALIZED HASHRATE OF TOP 5 BITCOIN MINING COMPANIES

(EH/s)



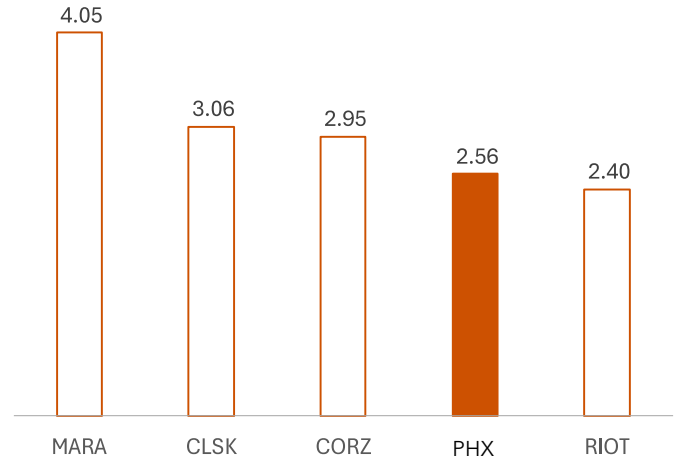
## COST OF MINING 1 BTC

(Data available as of March 2024)



## MARKET SHARE OF TOP 5 BITCOIN MINING COMPANIES

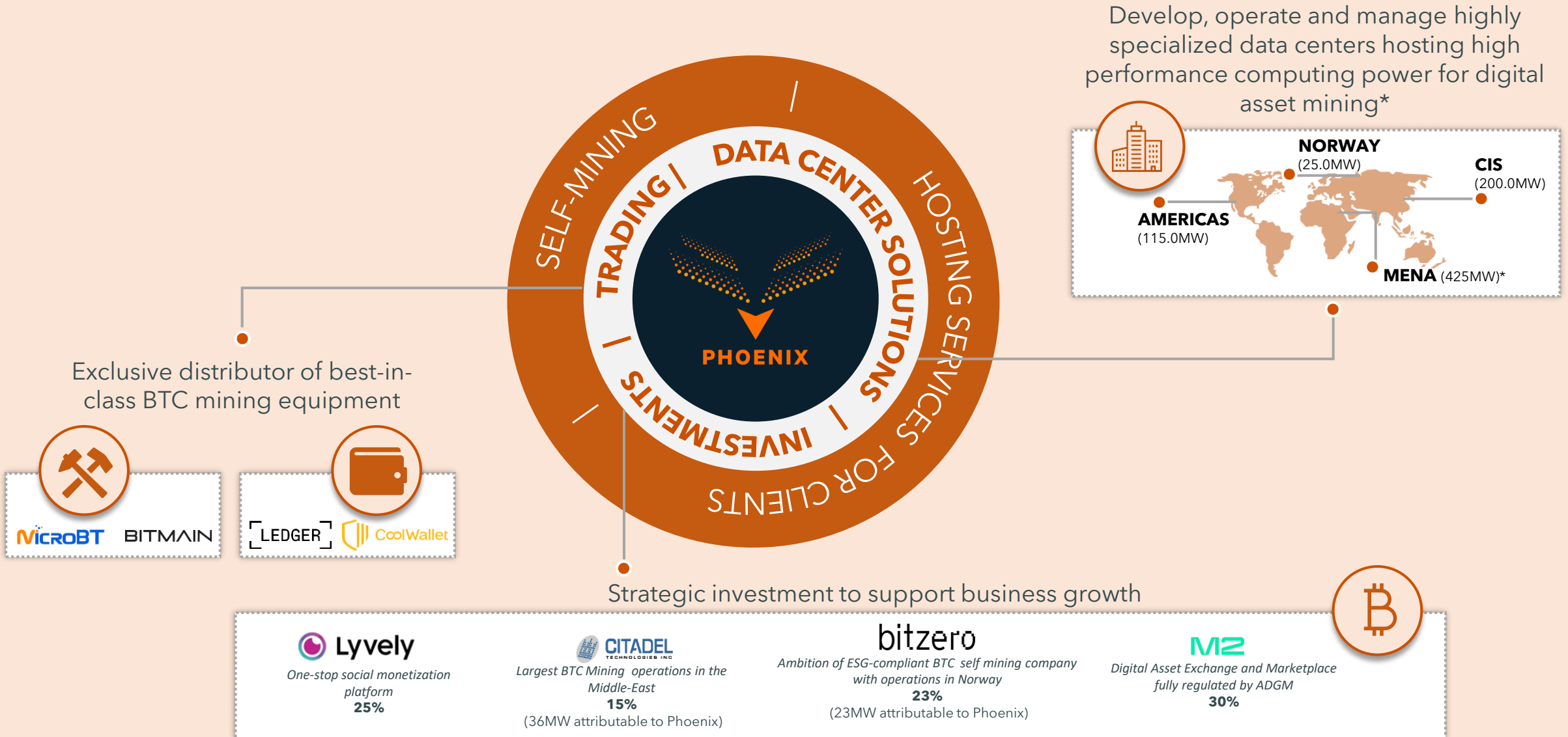
(Based on the % share of a company's BTC realized Hash rate at Quarter End)



# BUSINESS MODEL & STRATEGY

# PHOENIX GROUP PLC BUSINESS MODEL

VERTICALLY INTEGRATED, MANAGED INFRASTRUCTURE PROVIDER WITH MANAGED EXPOSURE TO BTC PRICE VOLATILITY





# PHOENIX GROUP PLC STRATEGY

2024 & BEYOND: 3-YEAR ROADMAP



# COMPETITIVE LANDSCAPE



LOW-COST, LONG-TERM  
ENERGY CONTRACTS\*



HIGHLY EFFICIENT, BEST  
IN CLASS MINERS\*



FAVORABLE  
GEOGRAPHIC  
PRESENCE



VERTICAL  
INTEGRATION



CONDUCTIVE  
REGULATORY  
FRAMEWORK



LARGE SCALE  
DEPLOYMENTS



INNOVATION



HIGHLY TALENTED  
TEAM

The global marketplace for cryptocurrency mining is evolving quickly. The growing institutionalization of bitcoin mining is one of the main milestones in crypto evolution journey. Significant improvements in mining operations are on top of the agenda for most mining firms.

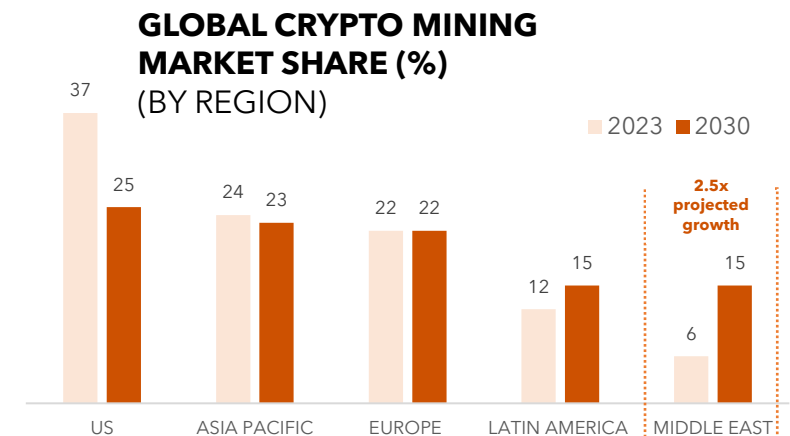
The mining industry is moving towards more ecologically friendly mining. Green energy alternatives, such as renewable energy sources and energy-efficient equipment are receiving more attention as a result of concerns around energy usage of bitcoin mining. As such, mining firms are expediting procurement of state-of-the-art latest mining machines to reduce their footprint and to produce higher hash rate with lower energy consumption.

**The global cryptocurrency mining market size is expected to grow at a CAGR of 12.9%, and PHOENIX GROUP PLC is positioned to lead the growth.**



## KEY MARKET DRIVERS

- Transparency
- Demand for virtual currency is driven by geopolitical instability and a focus on financial crisis mitigation
- Growing BTC usage to experience exploding demand in the crypto market
- Significant growth prospects in emerging markets
- Institutional appetite and eventual mass adoption
- Access to green alternative energy solutions

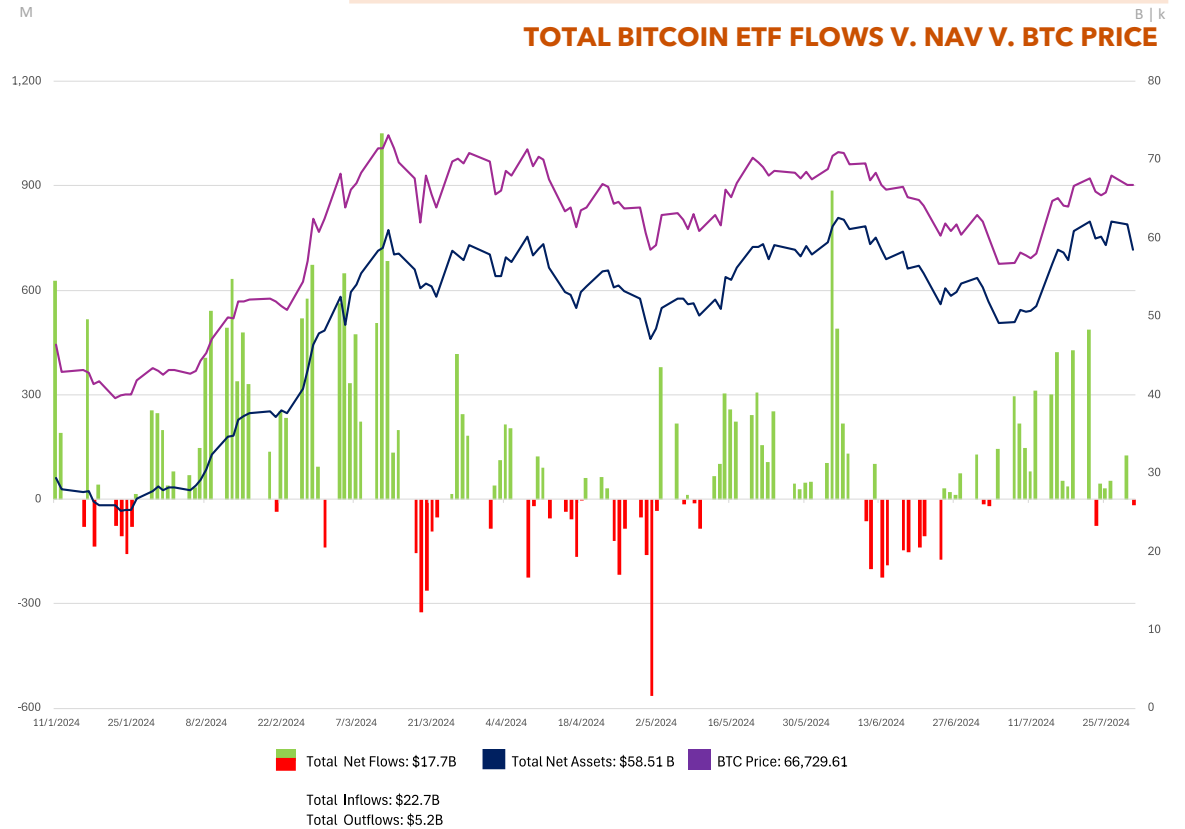


# PHOENIX GROUP PLC GLOBAL DYNAMICS

IMPACT IN Q2, 2024



- Since inception, Bitcoin ETFs have steadily accumulated bitcoins. They notably provided liquidity when the German government was selling its holdings. Currently, the total net assets of all U.S. Bitcoin ETFs amount to \$61 billion, which constitutes about 4.6% of the Bitcoin market cap.
- Blackrock's endorsement of digital assets, particularly Bitcoin, coupled with Larry Fink's remarks on asset tokenization, has shifted the perception of this asset class from a curiosity primarily of interest to innovators and digital natives, to a component of operational and short-term business strategies for numerous financial institutions.
- A favorable development for the industry is observed should the US move to a Republican Government. During his campaign, Trump has expressed strong support for Bitcoin and has proposed the establishment of a U.S. strategic asset reserve for Bitcoin.





## UAE PROVIDING LANDSCAPE FOR VIRTUAL ASSETS

DEMONSTRATED CONSISTENT GROWTH AND IS SUPPORTED BY ROBUST UNDERLYING FUNDAMENTALS AND REGULATORY FRAMEWORK

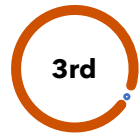
UAE remains aggressive in its diversification initiatives, promoting sustainable development and striving to create a globally integrated business environment. This commitment is evident through impactful economic and social programs, establishing UAE as a preferred and leading destination for digital financial economy.



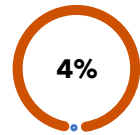
**5.7%**  
GDP growth expected for UAE in 2024 as compared to 3.1% in 2023



**AA**  
UAE and Abu Dhabi enjoy highest Sovereign Rating



**3rd**  
Highest Income Per Capita (currently at USD 85,700)



**4%**  
Projected Population Growth in the next 5 years



**60%+**  
UAE's non-oil revenue



**1st**  
UAE ranked top in FDI inflow in the MENA region

## SUPPORTIVE CATALYSTS DRIVING SIGNIFICANT GROWTH

In 2018, the FSRA, a financial freezone regulatory authority published extensive regulations making Abu Dhabi Global Market the first jurisdiction in the world to introduce a comprehensive and bespoke regulatory framework for the regulation of spot virtual asset activities, including those undertaken by multilateral trading facilities, brokers, custodians, asset managers and other intermediaries.



UAE Emerges as Crypto Powerhouse in MENA, Home to **1,800+** Industry Stakeholders

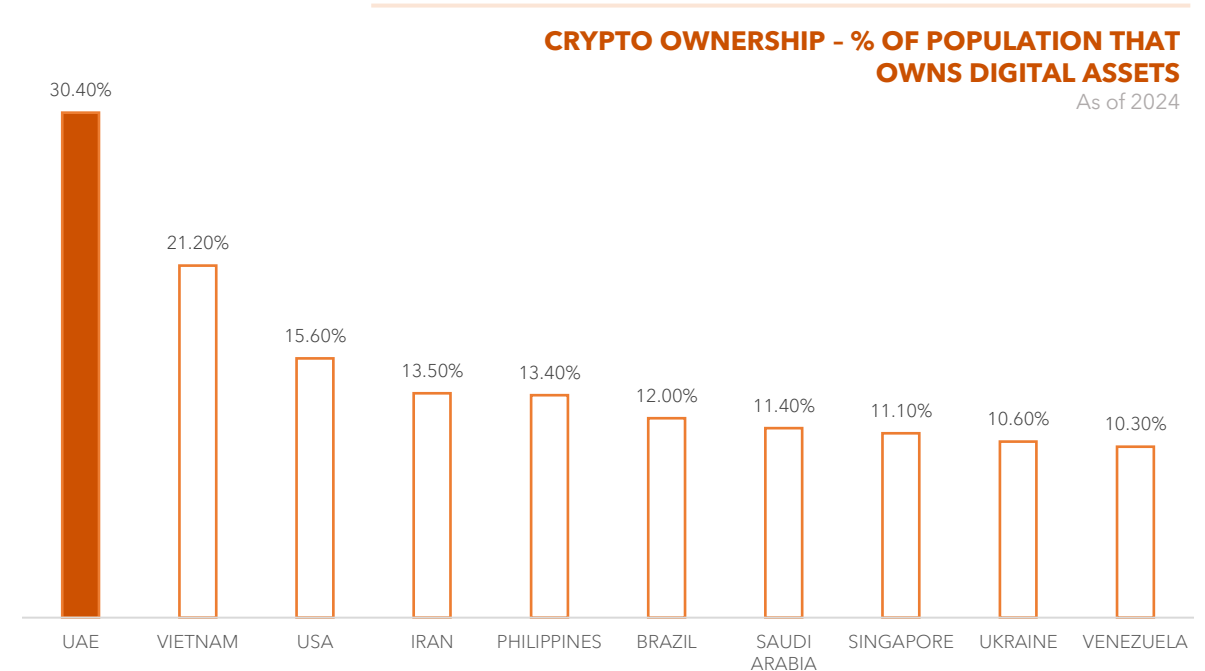
## ECONOMIC DRIVERS

- Strong commitment to
  - **Expand and support growth** of UAE-based companies globally
  - **Creating a market** for unicorns in future growth sectors
- **Attract flow of capital** and inject more liquidity within the region
- Transform UAE into a **knowledge-based economy**

# PHOENIX GROUP PLC CRYPTO-ADOPTION

UAE POSITIONED ITSELF AS MARKET LEADER IN ADOPTION OF DIGITAL ASSETS AND BLOCKCHAIN TECHNOLOGY

- The UAE is rapidly emerging as a significant crypto hub.
- The growth of crypto in the UAE is driven by the region's welcoming regulatory environment and its proactive approach to supporting the digital asset sector.
- The authorities are committed to enforcing stringent AML & KYC regulations, making it a secure destination for major industry players and investors.
- Both Dubai and Abu Dhabi have grown swiftly and with institutional investors seeking hubs with clear regulations and a welcoming attitude, look set to take advantage of growing digital asset investment.

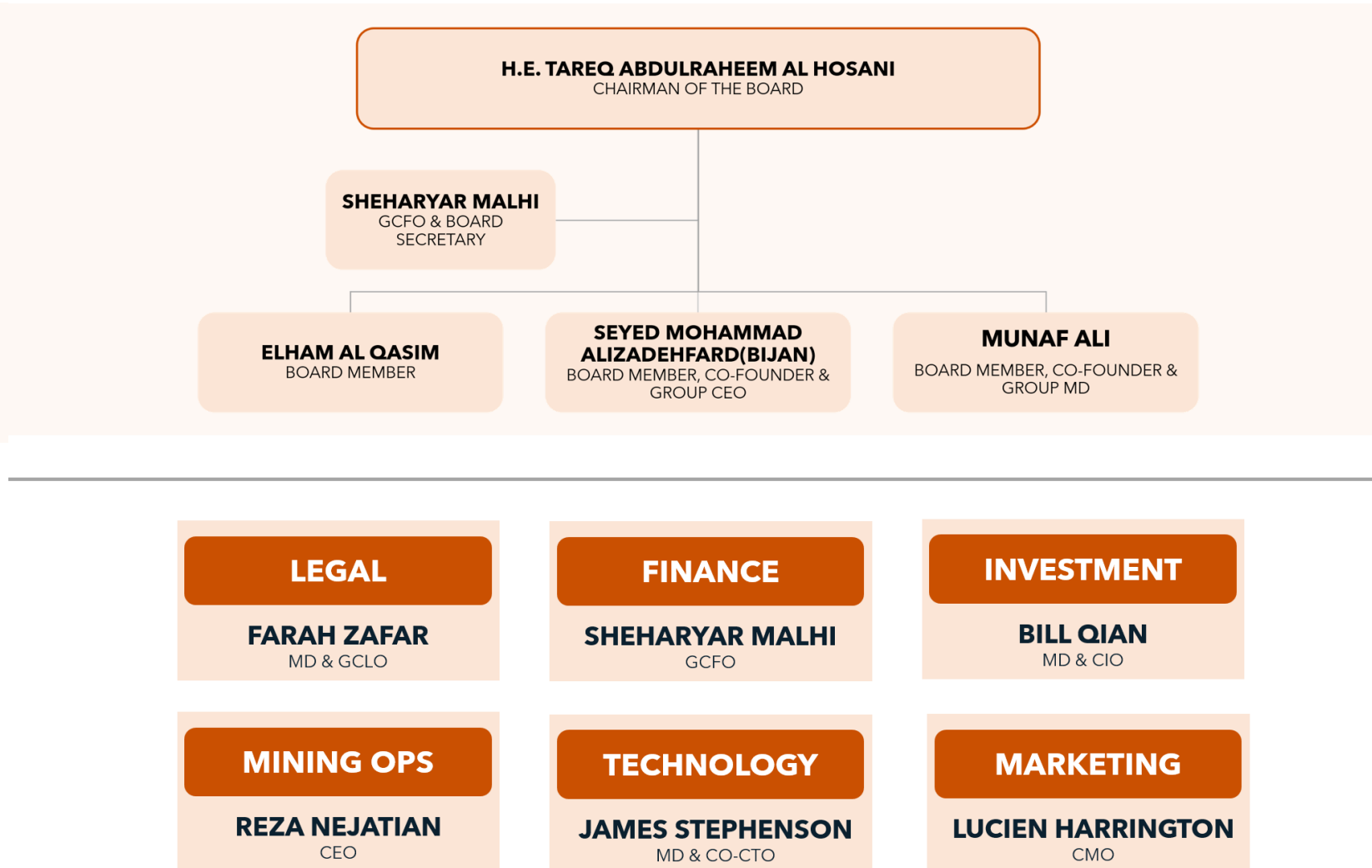


**Phoenix Group is in alignment with Abu Dhabi strategy to support UAE national economy and sustainable development in future growth sectors and is poised to take advantage of favorable economic support to grow exponentially.**

# CORPORATE GOVERNANCE & SUSTAINABILITY

# PHOENIX GROUP PLC LEADERSHIP

WITH STRONG EXPERIENCE ACROSS DATA CENTER OPERATIONS, WEB3, REAL ESTATE, AND CAPITAL MARKETS



## PHOENIX GROUP PLC SUSTAINABILITY INITIATIVES

Sustainability is high on our agenda and is at the forefront of how we see our growth in the coming years. PHOENIX GROUP PLC has invested in renewable energy-based Bitcoin mining. For example, PHOENIX GROUP PLC has taken a stake in Bitzero, a Vancouver based ESG-compliant BTC self-mining company with operations in Norway. We are also looking into more avenues of sustainable energy sources.



Transition to renewable energy sources such as solar, wind, hydro, or geothermal power to generate electricity for mining operations.



Investment in emerging technologies that can enhance energy efficiency in crypto mining, such as more advanced cooling systems, optimized algorithms, or new consensus mechanisms with lower energy requirements.



Optimizing energy usage by choosing locations strategically based on access to renewable energy and cool climates. Cold climates can reduce the need for extensive cooling systems, decreasing overall energy consumption.

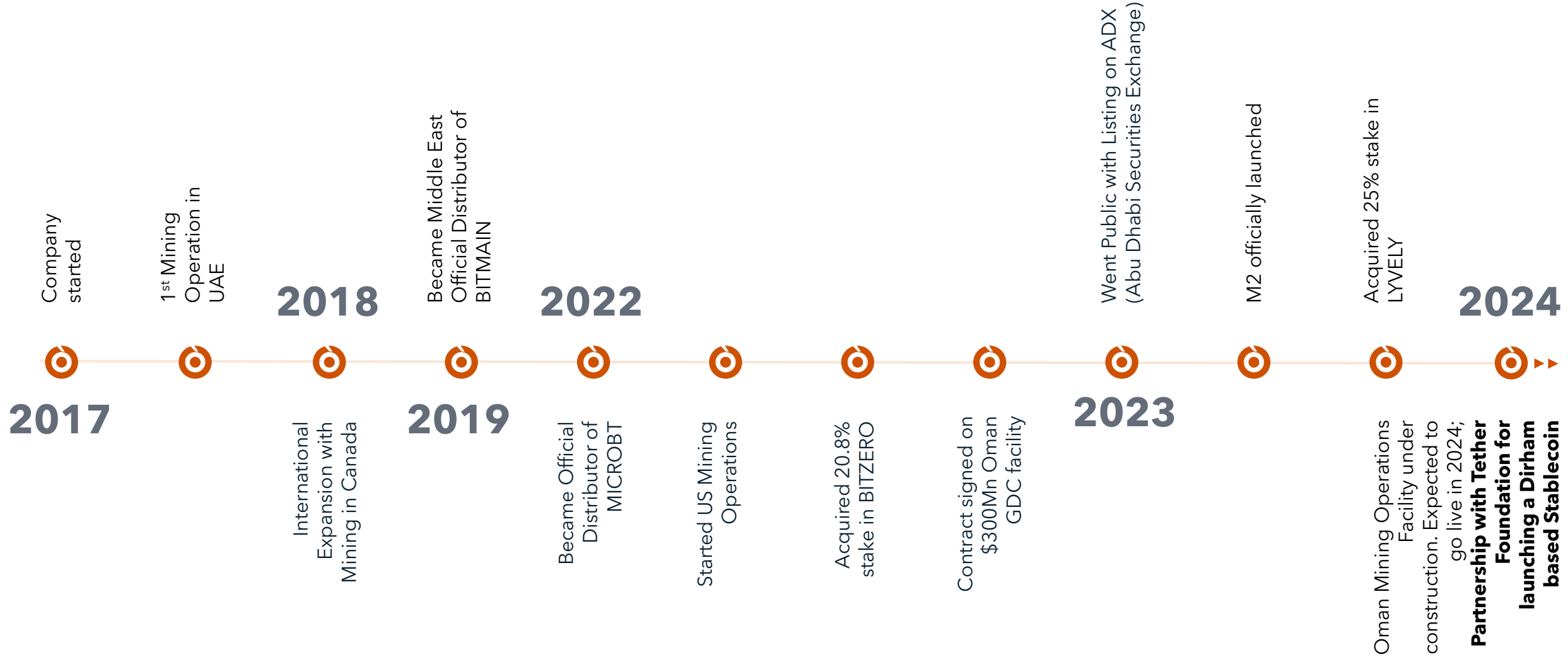


Implement technologies to capture and reuse waste heat generated during the mining process and investment in carbon offset programs to compensate for the carbon emissions produced by mining activities.



# MILESTONES & MEDIA

# PHOENIX GROUP PLC MILESTONES & ACHEIVEMENTS





## Phoenix Group Reinforces Its Tech and Web3 Portfolio with Strategic Investment in Lyvely

December 23, 2023 06:38 ET | Source: [Phoenix Group PLC](#)

Follow



EQUITIES

## FTSE ADX indices welcomes Phoenix Group PLC, cementing market influence

This development was announced as part of the semi-annual review of the FTSE ADX Index, effective March 18, 2024.

Press Release



CRYPTOCURRENCY

## UAE-based tech conglomerate, Phoenix Group named “Bitcoin Mining Company of the Year”

At the Entrepreneur E-Business Awards ceremony, a production of BNC Publishing

Press Release

## ArabianBusiness

## Oman’s Green Data City signs massive \$300mn crypto-mining farm deal with Abu Dhabi’s Phoenix Group

The new agreement paves the way for the establishment of a large 150MW crypto-mining farm within Green Data City in Oman



CRYPTOCURRENCY

## ADX-listed Phoenix Group PLC and global giant, Tether set to create UAE Dirham-pegged stablecoin

The Dirham-pegged stablecoin is expected to generate multiple opportunities to significantly bolster the digital economy

Phoenix Group has partnered with cryptocurrency firm Tether with an aim to create a stablecoin pegged to the UAE dirham to tap into the growing demand for the Gulf currency.

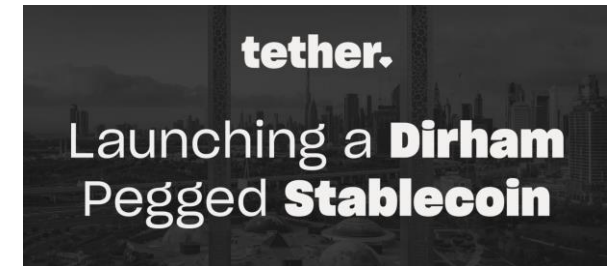
The launch of the stablecoin will be subject to regulatory review and approval of the UAE Central Bank and other relevant authorities. We are working closely with the authorities and will provide updates on any developments as we progress through the process.

The UAE Central Bank's latest regulation on stablecoins is expected to establish a clear operational framework for cryptocurrencies when implemented, and usher in the mainstream acceptance of decentralized currencies within the country.

The new stablecoin aims to bridge the gap between traditional finance and the digital economy, offering a solution for investors, businesses, and everyday consumers seeking stability in the world of cryptocurrency and digital assets.

The stablecoin will be built on a top blockchain platforms, ensuring unmatched security, transparency, and efficiency. The stablecoin will provide a haven for assets in an often-unpredictable market, backed by the financial strength and tech expertise of Phoenix and Tether, and governed by strict regulatory compliance measures.

Phoenix Group is 20% stakeholder in the partnership.



# LOOKING FORWARD



# PHOENIX GROUP PLC LOOKING FORWARD

2024 & BEYOND

**AS WE STEP INTO THE FUTURE OF CRYPTO MINING, OUR COMPANY STANDS POISED TO EMBARK ON A JOURNEY OF EXPONENTIAL GROWTH AND INNOVATION.**

With a strategic focus on expanding our share in network hash rate, we envision leveraging our strong global position in the crypto market to lock in efficient and sustainable energy contracts, with strategic partners along with top tier equipment.



Phoenix aims to make strategic investments on young emerging blockchain projects with the potential to disrupt and various day to day use cases.

We will also seek to develop technology backed innovations that will drive and empower the tech, blockchain and web3 space.



Central to our business is our very profitable investment division where we intend to continue to seek value enhancing investment opportunities with specific focus on web 3.0 projects that will shape the future of the digital economy.



# CONNECT WITH US

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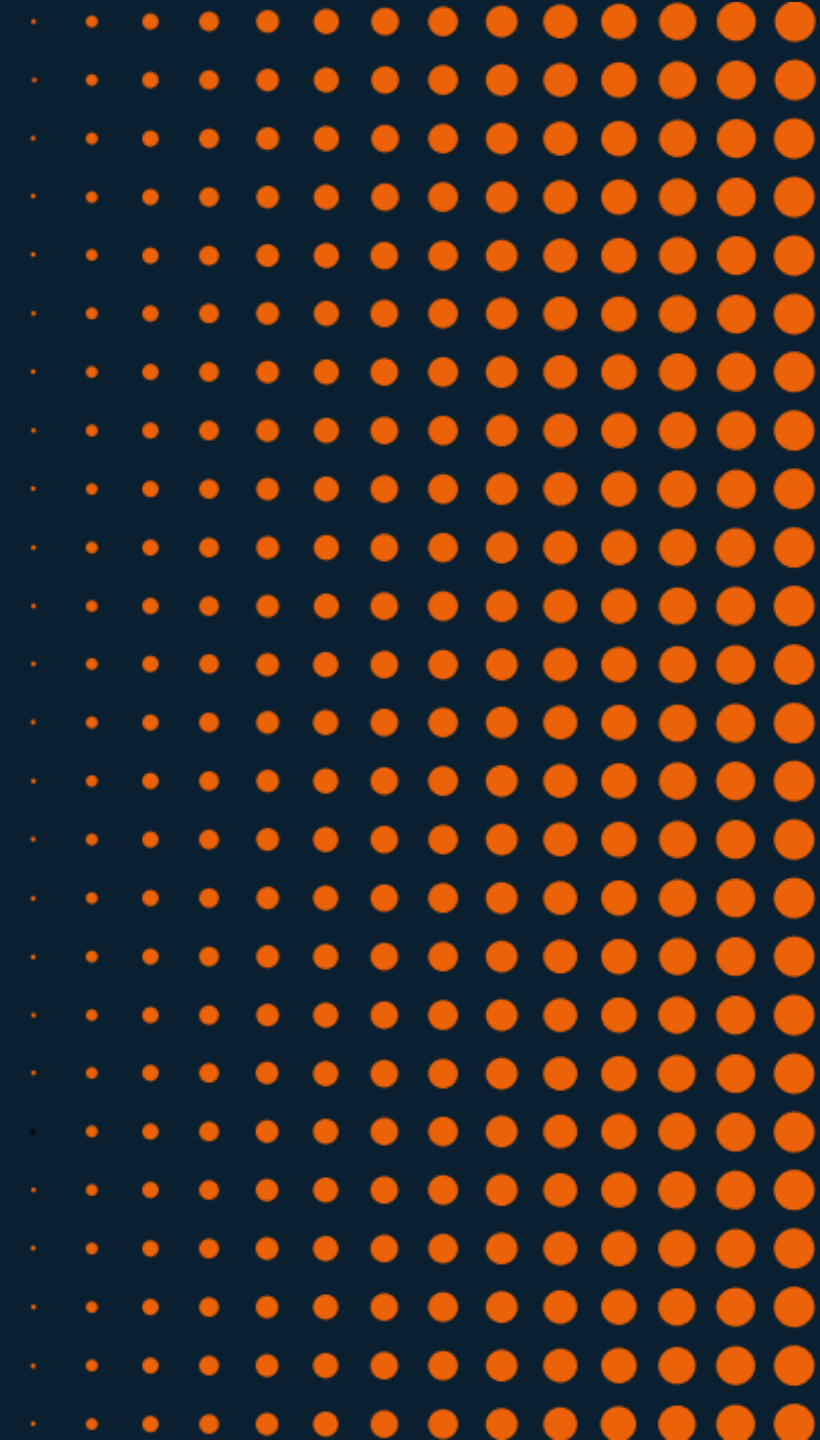
Office 2901, Floor 29, Boulevard Plaza Tower 2,  
Burj Khalifa District, Downtown, Dubai, UAE



#### Investor Relations

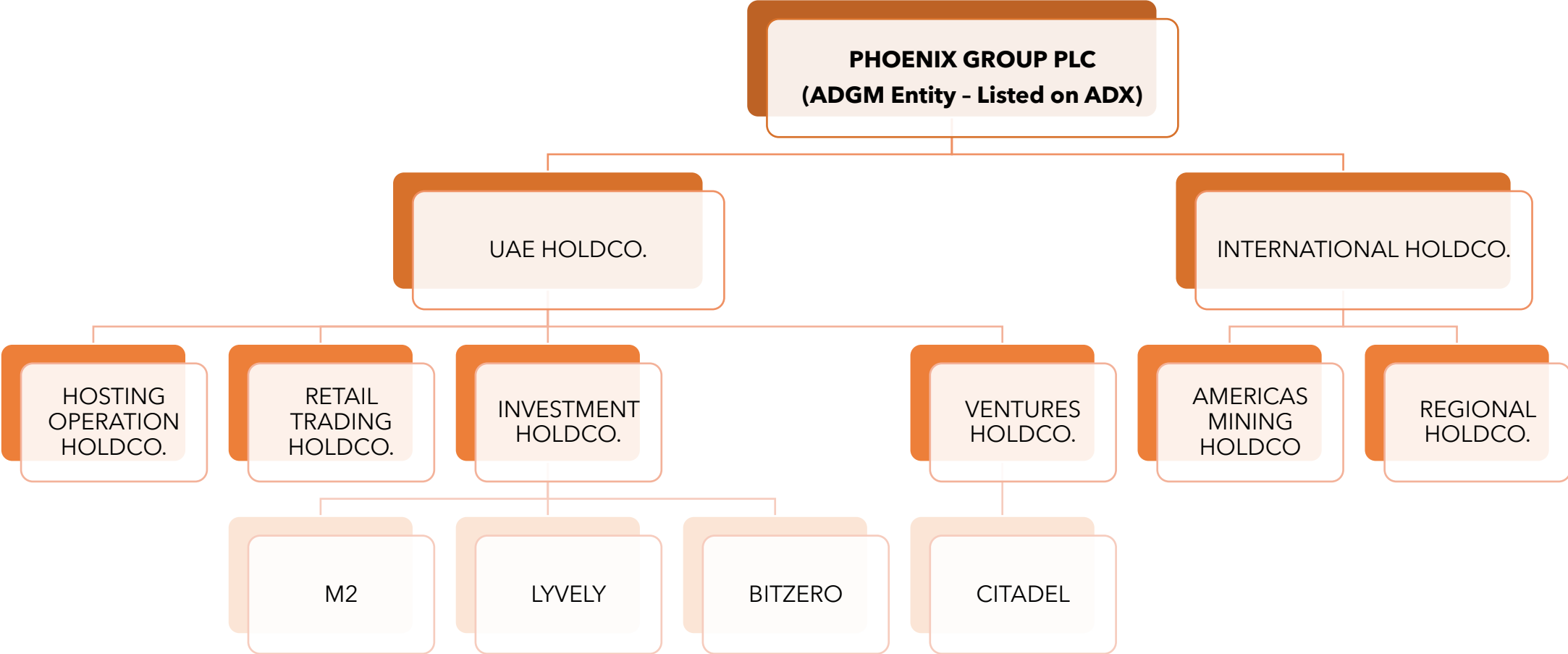
ir@phoenixgroupuae.com

# APPENDIX



# GROUP'S CORPORATE STRUCTURE

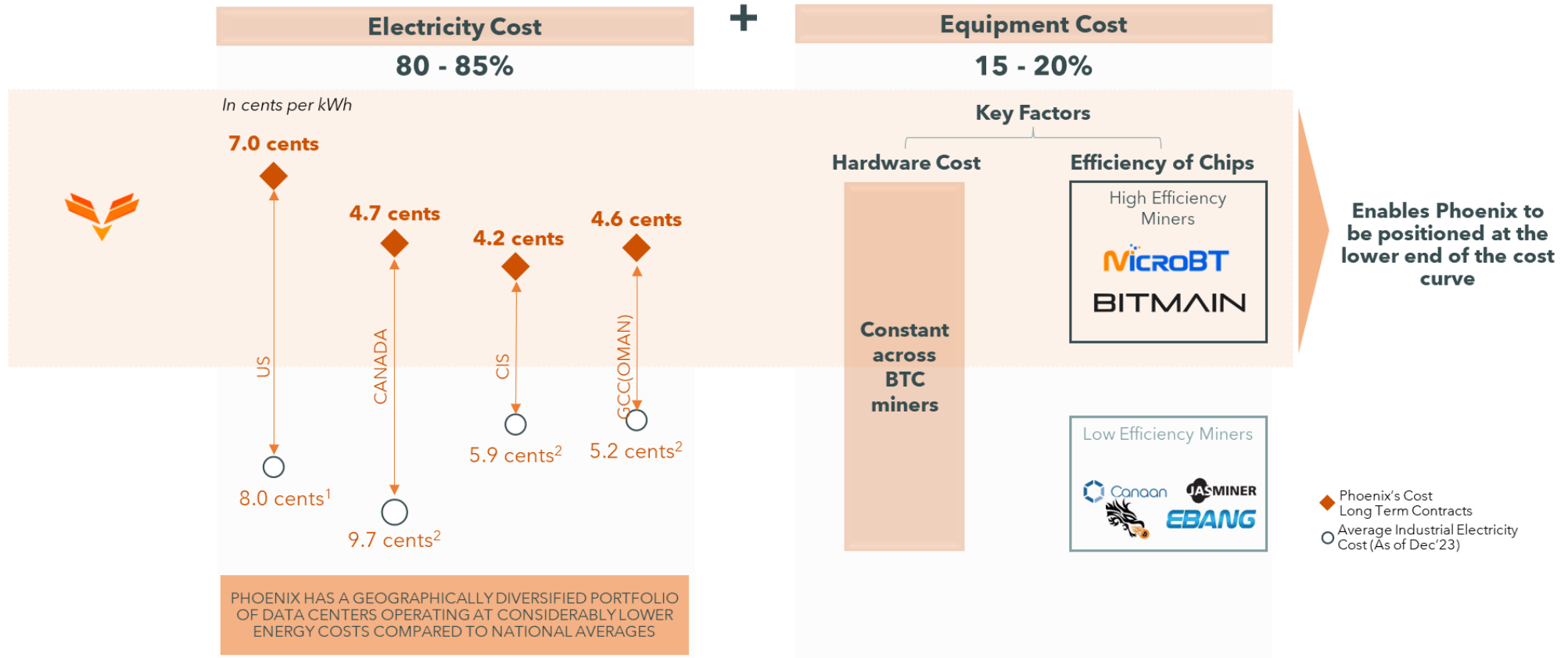
KEY ENTITIES WITH UNDERLYING BUSINESS VERTICALS



# CRYPTOMINING COST DRIVERS

LOW-COST ENERGY, OPTIMIZED DATA CENTERS AND BEST IN CLASS HARDWARE

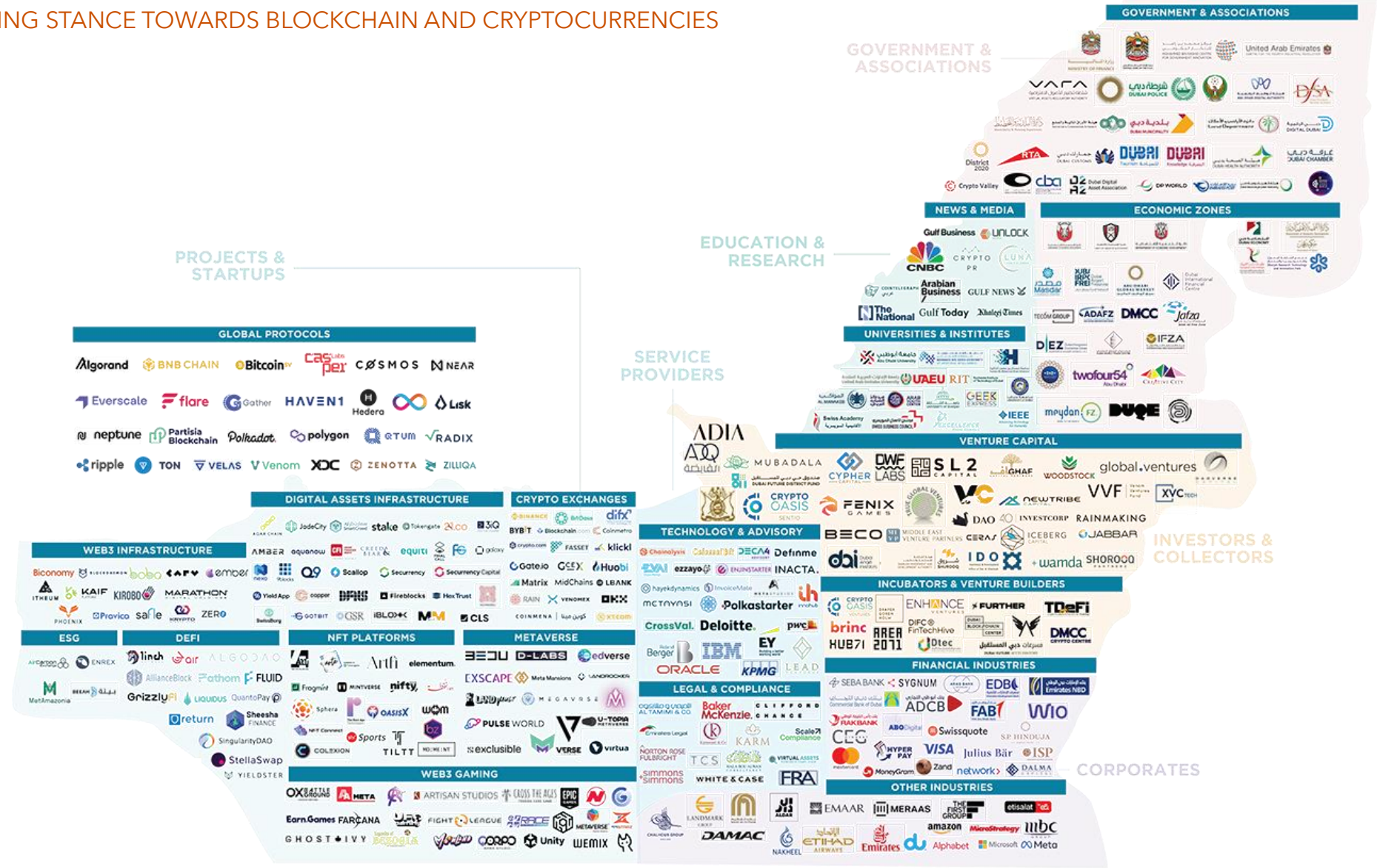
Phoenix has secured access to low-cost, long-term energy contracts significantly below national averages, optimized data center operations and best-in-class mining equipment (high efficiency miners)





# CRYPTO ECOSYSTEM IN UAE

UAE SHOWCASES A FORWARD-LOOKING STANCE TOWARDS BLOCKCHAIN AND CRYPTOCURRENCIES



# DIGITAL ASSETS PERFORMANCE

OUTPERFORMING ALL ASSET CLASSES IN 2023-24

2024 will mark 15 years since Satoshi's whitepaper ushered in the digital assets' era, and what a ride it has been. What was initially launched as an experiment on the fringes of the internet has evolved into a bona fide asset class attracting the attention, and capital, of the best investors in the world. Like any precarious teenager entering its 16th year, the digital assets industry has performed exceptionally well in the past and is expected to make massive strides toward maturity in the upcoming years.

## CRYPTO ETF MARKET

*BLACKROCK'S BITCOIN ETF 'HUGE SUCCESS' BY ALL METRICS, OPENING DOORS FOR MASS ADOPTION OF DIGITAL ASSETS*

In slightly less than two weeks since the product was approved by the Securities and Exchange regulator and began trading, IBIT has seen its trading volume soar to a whopping \$3 billion.

## Asset Classes Annual Performance Ranking

Rank	2016	2017	2018	2019	2020	2021	2022	2023
1	Bitcoin 124 %	Bitcoin 1369 %	S&P 500 Growth -0.0094 %	Bitcoin 92 %	Bitcoin 303 %	Bitcoin 60 %	Oil 8.7 %	Bitcoin 160 %
2	Oil 51 %	EM Equities 37 %	US Treasury -0.13 %	S&P 500 Value 32 %	S&P 500 Growth 33 %	Oil 53 %	Platinum 7.5 %	S&P 500 Growth 28 %
3	S&P 500 Value 17 %	S&P 500 Growth 27 %	Gold -0.93 %	S&P 500 31 %	Gold 25 %	S&P 500 Growth 32 %	Gold 0.44 %	S&P 500 25 %
4	S&P 500 12 %	S&P 500 22 %	S&P 500 -4.4 %	S&P 500 Growth 31 %	S&P 500 18 %	S&P 500 29 %	S&P 500 Value -5.2 %	S&P 500 Value 21 %
5	EM Equities 11 %	Oil 17 %	S&P 500 Value -9 %	Oil 22 %	EM Equities 18 %	S&P 500 Value 25 %	S&P 500 -18 %	Gold 13 %
6	Gold 8.1 %	S&P 500 Value 15 %	Platinum -14 %	Gold 18 %	Platinum 17 %	EM Equities -2.5 %	EM Equities -20 %	EM Equities 6.3 %
7	S&P 500 Growth 6.9 %	Gold 13 %	EM Equities -15 %	EM Equities 18 %	US Treasury 13 %	US Treasury -3.3 %	US Treasury -20 %	US Treasury 0.13 %
8	Platinum 3.5 %	US Treasury 4.9 %	Oil -19 %	Platinum 16 %	S&P 500 Value 1.4 %	Gold -4.3 %	S&P 500 Growth -29 %	Platinum -8.4 %
9	US Treasury 1.3 %	Platinum 2.1 %	Bitcoin -74 %	US Treasury 11 %	Oil -22 %	Platinum -10 %	Bitcoin -64 %	Oil -11 %



# PHOENIX GROUP PLC INVESTMENT VERTICAL

M2 : REVOLUTIONIZING THE CRYPTO EXCHANGE



## Company Overview

- Established in 2022, M2 aims to revolutionize the crypto asset trading industry through innovative and user-centric solutions.
- Headquartered in the Abu Dhabi Global Market, M2 leverages the robust regulatory framework to foster innovation and ensure compliance with international financial standards.
- M2 has achieved significant milestones in a short life span, with over 26,500 onboarded users who have completed the KYC verification process.
- M2 offers a comprehensive suite of trading products and services, including Spot Trading, Futures Trading, Earn Plans and an OTC Desk.
- Upcoming launches include Spot Perps, Cards and Lending (awaiting approval from the Securities Commission of The Bahamas).

## Product Offerings



Convert



Spot Trading



Futures



OTC Desk



Earn



Derivatives



Lending



Cards

Launching soon

## Key Metrics



308  
Team Count



26.5K+  
KYC'd Users

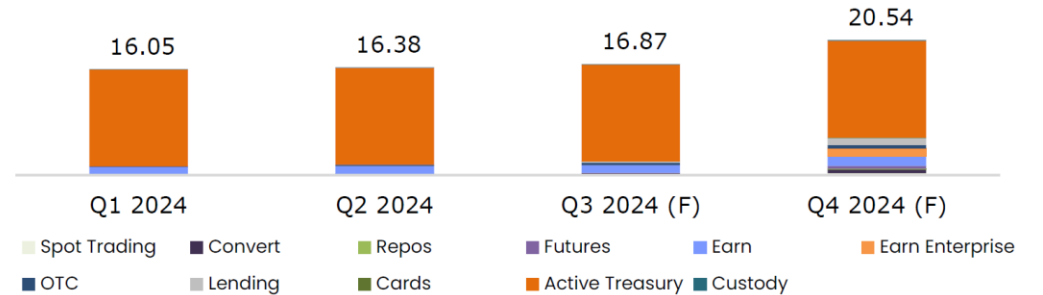


USD45Mn  
Earn AUM



64  
Tokens Listed

Revenue (in USDm)



## Vision, Mission and Values

### Vision and Mission

**Vision:** To revolutionize the crypto-asset trading landscape by providing secure, user-friendly and accessible solutions while setting the standard for regulatory compliance in the industry.

**Mission:** To empower individuals and institutions to trade crypto-assets efficiently and securely through innovative products and technology, all within a framework of stringent regulatory adherence.

### Values

- 1 Customer Focus
- 2 Integrity
- 3 Regulatory Compliance
- 4 Security
- 5 Innovation

# PHOENIX GROUP PLC INVESTMENT VERTICAL

LYVELY : REVOLUTIONIZING THE FUTURE OF SOCIAL MEDIA

An Award Winning SocialFi Platform poised to disrupt the \$470 billion global creator and freelancer economy



## Who We Are

- Launched in beta with over **20k active users** with **over 26 million combined followers**
- Thriving social community **over 110,000 followers with 2x above average engagement**
- Generating revenue
- TGE upcoming Q4 2024 **with \$150m valuation**
- Listings planned on tier 1 Centralized Exchanges
- **Projected FDV \$3bn** by end of 2025



## Our Story

- Founded by **Farah Zafar** and **Dave Catudal**, award winning lawyer and seasoned entrepreneurs with a history of success
- The **Future is Lyvely** – fusing social media engagement with Fiat and DeFi Fintech utility
- Phoenix Group PLC has acquired **a 25%** stake in the company
- **Lyvely Cryptocurrency Token** launch on Tier-1 exchanges Q4-2024



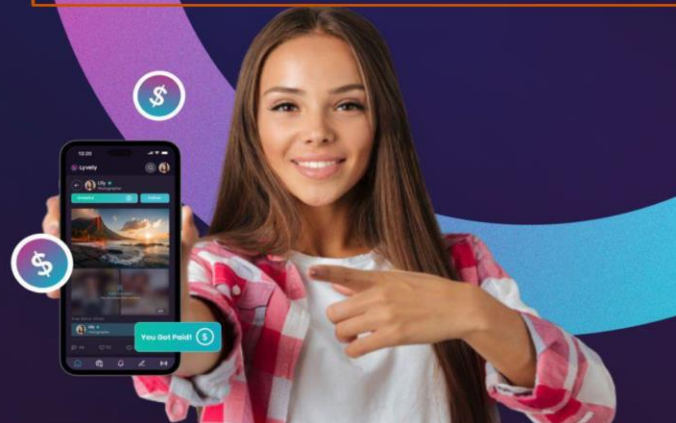
## Accolades and Awards



## Time to Earn!

Set the price of your post and share it so viewers can pay to view, with Lyvely.

Get Lyvely



# PHOENIX GROUP PLC INVESTMENT VERTICAL

FALCONS : REVOLUTIONIZING THE AUCTION AND MARKETPLACE EXPERIENCE



## Who We Are

- **Falcons** is the brainchild of the visionary co-founders of Phoenix Group
- We offer a **premier Auctions & Marketplace platform**, where the pursuit of luxury knows no bounds.
- Our platform empowers individuals and businesses to participate in transparent and efficient auctions



## Our Story

- Falcons was born to revolutionize the auction industry by integrating cutting-edge technology with a user-centric approach.
- We aim to establish a trusted, secure, and engaging community, uniting users worldwide in the thrill of buying and selling rare, exclusive items.



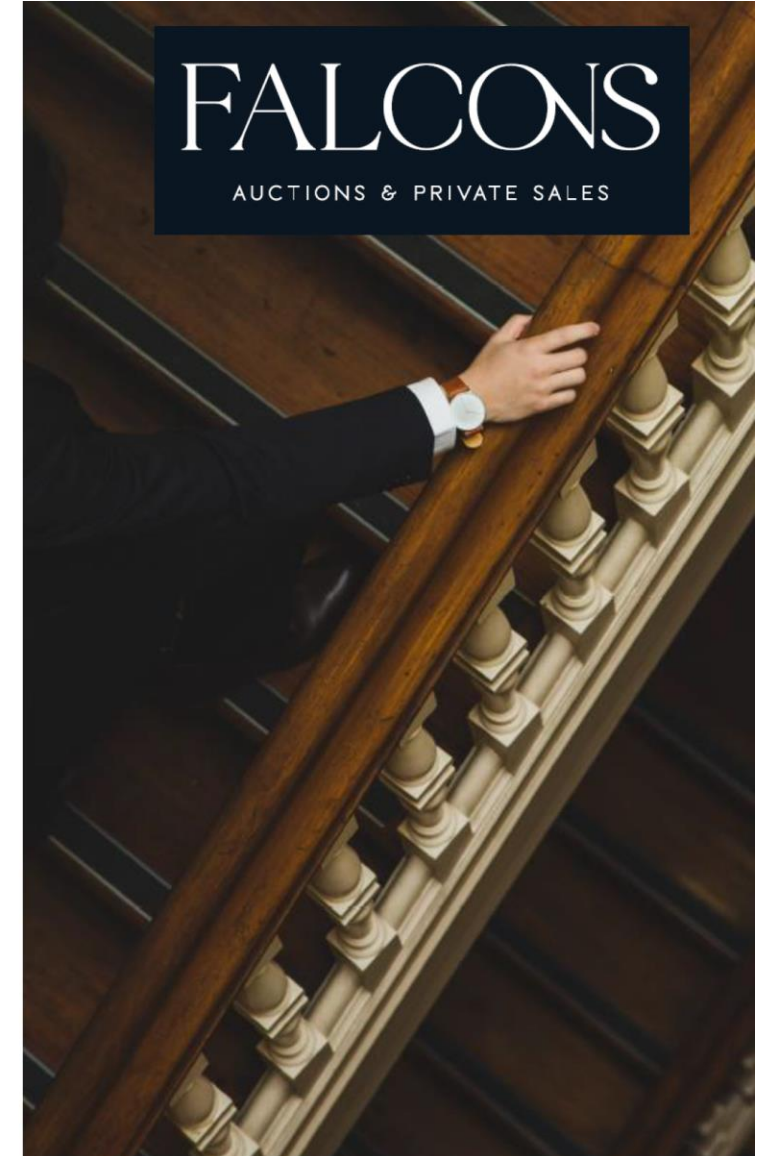
## Our Partnerships



**Steve Harvey,**  
Falcons Brand  
Ambassador



**Floyd  
Mayweather  
Jr**





# PHOENIX GROUP PLC INVESTMENT VERTICAL

REKT STUDIO : REVOLUTIONIZING THE GAMING PRODUCTION



## Who We Are

- Rekt Studio deliver fully custom-made gaming development, audio and voice over services, animation & art, produced by expertly-trained artists using the very latest tools.
- Global footprint continues to expand with dedicated art studios located around the world.



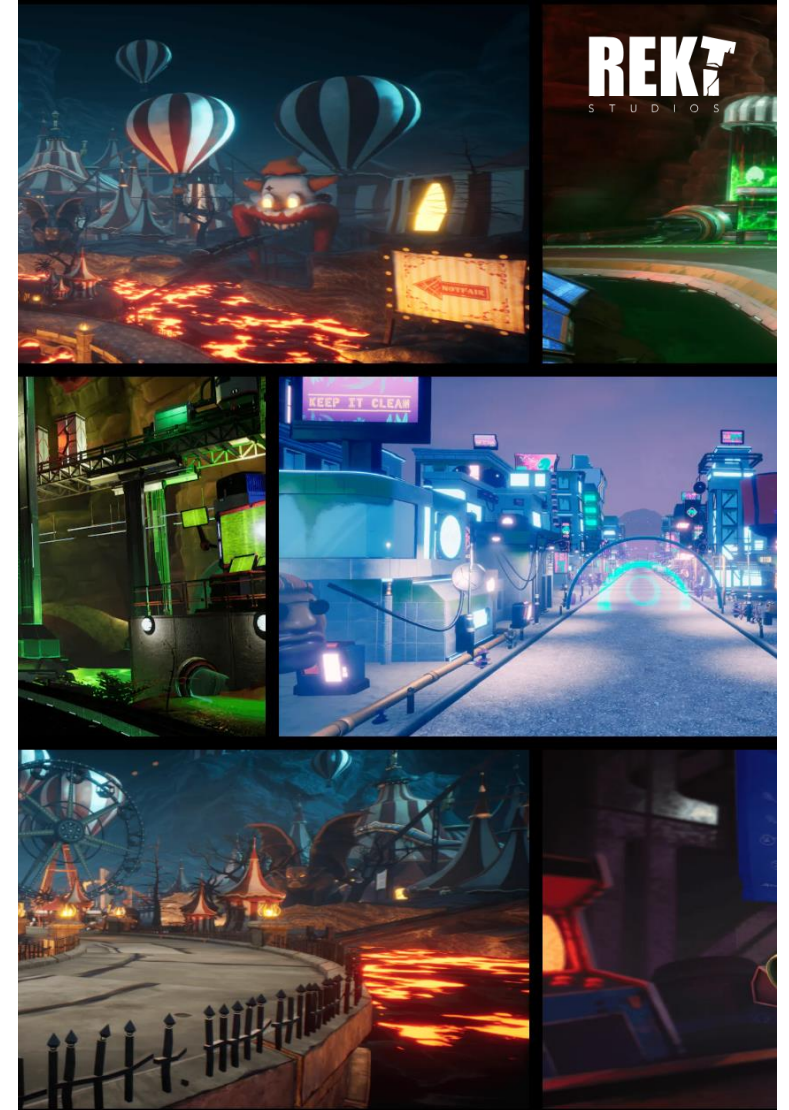
## Our Story

- Rekt is a game development services agency built by a collective of artisans. The company concept was inspired by the decades of industry experience of its leadership, as a sincere effort to offer the games industry a better development services platform.



## Our Portfolio

[www.rektstudios.com](http://www.rektstudios.com)





**PHOENIX**

Building the future economy

