



## COINDESK INDICES

### Andy Baehr, CFA Managing Director

#### Break through the digital asset noise.

We are all invested in the growth of the global crypto economy. The scope and scale of new ideas, innovation, and application of technology for digital asset investment opportunities is staggering. New possibilities for access, portfolio and risk management, and process efficiency arise every day.

For the past few years, digital asset users have primarily been early adopters, those who worked hard to access this new and exciting asset class. The next phase is mass adoption. This phase is about accessibility: tapping into digital asset investment products and platforms, analyzing the potential benefits of allocating to crypto, and setting up the infrastructure for seamless implementation.

CoinDesk Indices supports the products, platforms, and ideas that will make this next evolutionary phase to mass adoption possible. We address and work through critical topics faced by the industry, helping us all move forward.

# CoinDesk Indices

## CoinDesk Indices

250 Park Avenue South, 2nd Floor, New York, NY 10003 • [www.coindeskmarkets.com](http://www.coindeskmarkets.com)

**CoinDesk Indices (CDI)** has been the leading provider of digital asset indices by assets under management since 2014. CDI offers expertise in digital asset indices, data and research to educate and empower investors.

In the modern era, digital assets such as Bitcoin and Ether are becoming central to financial discussions. CDI provides a broad array of independent, transparent tools that help clarify the digital asset space for investors.

Our comprehensive offering includes Bitcoin, Ether and other reference rates, indices, trend signals and an Ether staking rate:

- The CoinDesk Bitcoin Price Index (XBX), which has the longest index track record and underlies the world's largest digital asset products.
- Bitcoin and Ether Trend Indicators, which are signals that convey the presence, direction and strength of price trends.
- CESR™, the composite Ether staking rate.
- Real-time, methodology-backed, single-asset reference rates spanning 150+ tokens.
- Digital Asset Classification Standard (DACs), a taxonomy with the top 500 digital assets by market-cap updated monthly.
- The CoinDesk Market Index (CMI) Family, the

most comprehensive offering of digital asset broad market and sector benchmarks.

- The CoinDesk Select Sector Index Family, a suite of investable crypto sector indices that offer liquidity, traceability and ease of custody.
- CDI's dynamic strategies, which can benchmark outcome-oriented solutions for investors. Alongside these offerings is CoinDesk Flash, a news headline service aimed at providing digital asset traders and risk managers access to market-moving news in real time.

We are driven by precision, rigor, research and a desire to educate the marketplace and empower investors.

CoinDesk Indices is a subsidiary of CoinDesk, the most trusted media, events, indices and data company for the global crypto economy. Since 2013, CoinDesk Media has led the story of the future of money and investing, illuminating the transformation in society and culture that comes with it. Our award-winning team of journalists delivers news and unparalleled insights that bring transparency, comprehension and context. CoinDesk Events gathers the global crypto, blockchain and Web3 communities at annual events such as Consensus, the world's largest and longest-running crypto festival.

Let's uncover opportunities together.

#### Brand of direct indexing platform/product:

Index, Data and Research

#### Total assets under management (AUM):

Approximately \$22 billion in AUM benchmarked to our indices

#### Year direct indexing platform/product began:

2014

**Distribution strategy:** Hedgehog, HeightZero, Onramp, Luno and Truvius with more launching soon!

**Advisor channel served:** We seek to serve all advisor channels.

**Personalization options:** Yes

#### Private labeling offered:

Yes  
**Number of custom indices available:** 200+ single asset reference rates and custom indices

**Types of products available:** Reference rates, indices, trend signals, staking rates, taxonomy, benchmarking and more

**Rebalancing features:** Yes

**Marketing support offered:** Yes

**Use cases:** Benchmarking and research, underlying index and/or reference rates for ETFs, ETPs, SMAs, Trusts and listed derivatives

**Solutions open to the public:** Yes