

# Digital Asset

## For Immediate Release

### Digital Asset Continues Strong Performance with 3x Year-Over-Year Customer Growth

*Customer growth stems from increased interest in blockchain tokenization within financial services and other industry verticals*

**New York - August 30 2022** – Digital Asset, a software provider that helps enterprises build economic value through interconnected networks, today announced another strong quarter of growth in Q2 2022. The company continues to expand its footprint among financial institutions and market infrastructures exploring and investing in next generation blockchain technology. The company has also made a number of key hires in sales, engineering and marketing to support its rapid growth.

In Q2 of 2022, Digital Asset saw a significant year-over-year increase in customer growth, with the number of new customers tripling as compared to Q2 2021. These new customer relationships are driven almost entirely by an increasing interest in asset tokenization, with the tokenization of bonds proving to be one of the initiatives financial institutions are most eager to pursue.

“We have set the standard as a leader in tokenization across asset classes and markets, and that position has made these past few quarters extremely exciting,” said Marc Silberstrom, Chief Sales Officer at Digital Asset. “Institutions across market segments, from central banks to private markets, continue to bring us more innovative projects that keep us at the front of the pack for blockchain innovation in the global economy.”

In one of the biggest announcements of Q2, [Digital Asset disclosed](#) in May that SBI Holdings (SBI), a financial services group based in Tokyo, Japan, is now a strategic technology partner and new investor. In addition to the investment, SBI announced an agreement to establish a joint venture with Digital Asset, expected to formally launch later this year. The first collaboration between the two entities will be driving Digital Asset’s concept for programmable money in the Japanese market through a ‘smart Yen’ initiative.

“It’s great to see so much activity around tokenization from market participants,” said Yuval Rooz, Co-Founder and CEO of Digital Asset. “From unlocking new assets, users and markets to creating greater efficiencies, the opportunities for the industry are numerous. We are excited to work with these new customers as we aim to build the future of financial markets together. Our goal is to firmly establish a Global Economic Network of seamlessly interconnected platforms and users moving value securely and efficiently across markets, and we’re glad to have more entities share that vision and join us on this journey.”

Additionally, Digital Asset continues to lead the discussion around central bank digital currencies (CBDC). This year at Davos, [Digital Asset launched a new report](#), in partnership with Dr. Giovanni Bandi, Fellow

and Regulatory Genome Project Director at Cambridge University, detailing current CBDC standards and the technology and regulatory frameworks critical to facilitating the growth and adoption of CBDC for cross-border payments and remittance flows. Digital Asset is actively engaged with central and commercial banks on these initiatives.

Digital Asset currently works with leading financial institutions, providers and market infrastructures, including ASX, Broadridge, Deutsche Börse, Cais, Goldman Sachs, Hong Kong Exchanges and Clearing, and Nasdaq, among others.

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### **About Digital Asset**

Digital Asset is a software and services provider that helps enterprises build economic value through interconnected networks. The company designs and delivers technology that reshapes legacy systems and workflows into efficient, secure, and interconnected applications. Daml, our core technology, is a platform for building multi-party applications. It extracts and simplifies business processes to make data accessible and optimizes workflows using smart contracts. Leading organizations across financial services, insurance and healthcare partner with Digital Asset to create new multi-party solutions that transform disparate silos into synchronized networks. [Click here](#) to learn more about the company's vision to build the Global Economic Network.

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