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## EXECUTIVE SUMMARY

**Company:** ONEFUND, LLC

**Product:** CYBER HORNET ETFs



**Opportunity:** Capitalize on the \$90 trillion transfer of wealth to Millennials. This generation shuns traditional investment methods, favoring high risk/return asset classes like Digital Assets. Digital Assets are now entering Wall Street but remain highly volatile, posing challenges for Financial Advisors to recommend & for Investors to hold and capture the long-term performance potential.

**Mission:** Bridge Financial Advisors & Millennials to Digital Assets through SEC regulated ETFs, and to lower their volatility by using the S&P 500® Index.

**Target #1:** Millennials & Retail Investors are a new generation of investors that think for themselves and do not fully trust the leading legacy financial institutions of Wall Street.

**Target #2:** Enable Financial Advisors, RIAs, & Family Offices to keep and attract Millennials and benefit the \$90 trillion transfer of wealth coming to Millennials.

**Competitive Advantage:** Combine #1 Digital Asset with #1 Index Strategy, Renowned S&P 500® Brand, Standard & Poor's Strategic Partnership, First Mover Advantage, 6 Strategic Ticker Symbols, **CYBER HORNET ETFs** Brand, Rebalanced Smart Beta Strategies, Digital Asset focus, Non-Legacy Wall Street, Retail Focus, Cyber Hornet video marketing.

**S&P 500® + Bitcoin Strategies:** For the last 10-years, if you added 25% Bitcoin to the S&P 500® Index and rebalanced monthly, that 75/25 strategy would have tripled the return of the S&P 500® Index.\*

**Timing:** SEC approves Spot Bitcoin & Spot Ethereum ETFs. BlackRock backs Bitcoin & Ethereum and says Tokenization is future of Wall Street. Ground floor of Digital Assets on Wall Street.

**CYBER HORNET ETFs** -- right product at the right time with fastest distribution

**Traction:** Bitcoin ETFs attracted over \$50 billion in first quarter of trading, a new record for ETF launches on Wall Street. By comparison, Gold ETFs are at \$100 billion after 20 years.

**The Plan:**

- 1) Raise \$10M & launch 5 **CYBER HORNET ETFs** & 2 Apps
- 2) Capture \$1 billion in AUM for **CYBER HORNET ETFs**
- 3) IPO or Sell **ONEFUND** in 24-36 months

**Exit:** Sell **CYBER HORNET ETFs** to a mutual fund company that missed the initial Digital Asset wave and needs to strengthen position with Millennials & Retail Investors, or take **ONEFUND** public on the NASDAQ if better price for Shareholders.

### Why Invest:

- Diversify into non-correlated asset class, ETF Sponsor with Digital Asset Focus
- Give your investment portfolio the potential to make money in all stock market cycles
- Invest at the ground floor of Digital Assets on Wall Street
- Clear exit strategy

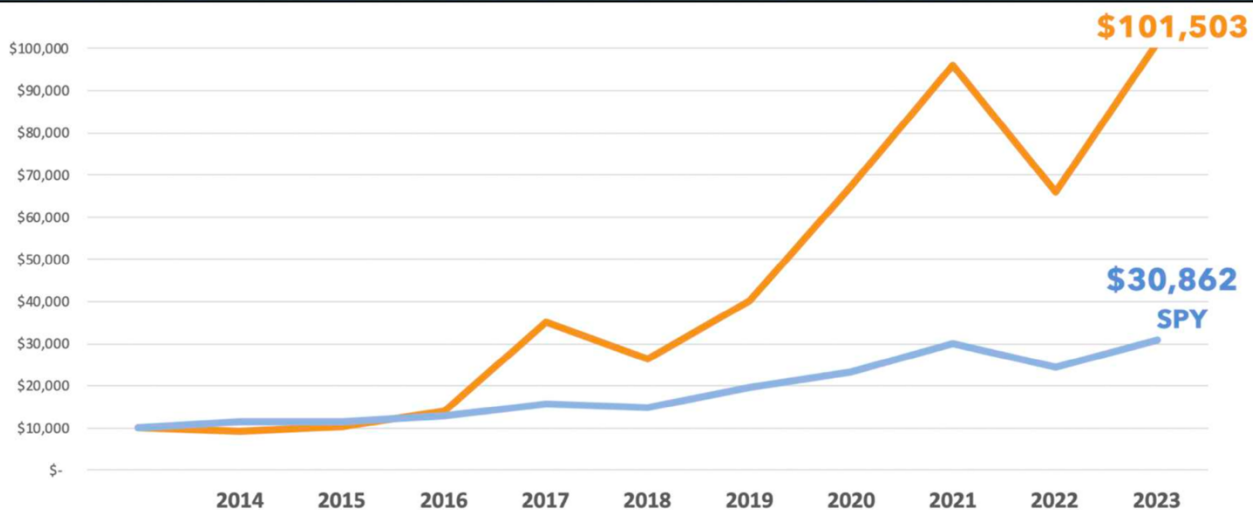


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## Hypothetical 10-yr Data for 75-25

### 75% S&P 500® Index and 25% Bitcoin Rebalanced Monthly vs SPDR S&P 500® ETF (SPY)



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annualized
<b>75/25 Rebalanced</b>	-7.6%	11.7%	35.8%	149.3%	-24.7%	52.3%	68.0%	42.6%	-31.3%	54.0%	26.08%
<b>\$10,000</b>	\$9,245	\$10,329	\$14,021	\$34,947	\$26,307	\$40,062	\$67,316	\$96,007	\$65,920	\$101,503	
<b>SPY</b>	13.46%	1.25%	12.00%	21.70%	-4.56%	31.22%	18.37%	28.75%	-18.17%	26.19%	11.93%
<b>\$10,000</b>	\$11,346	\$11,488	\$12,866	\$15,658	\$14,944	\$19,610	\$23,212	\$29,886	\$24,456	\$30,862	
<b>Bitcoin</b>	-58.4%	37.1%	124.1%	1271.4%	-71.8%	94.6%	305.5%	59.1%	-64.3%	157.4%	49.88%

\*This is a hypothetical illustration which shows the growth of \$10,000 and does not include fees nor does it represent any actual investment. You cannot invest directly in an index. Past performance does not guarantee future results. Index returns are not Fund returns. This illustration takes a portfolio of 75% S&P 500® Index and 25% Bitcoin and is rebalanced monthly. The first 5 years of Bitcoin performance from its inception date in 2009 through the end of 2013 is not shown in this illustration. During that period Bitcoin grew by over 5000%. The data used in this illustration is based on information obtained from sources believed to be reliable but are not guaranteed as being accurate. Use your own research before making decisions.

Data Source: Standard & Poor's® and www.PortfolioVisualizer.com as of 12/31/2023

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