



Bitwise Asset Management

Your Partner in Crypto Education

Crypto is one of the fastest-growing areas of the market. But like any emerging asset class, it can be confusing, even intimidating, for newcomers. There are new terms to understand, acronyms to decode, regulatory structures to evaluate, and a constant barrage of news flow.

What's a blockchain? What is mining? What's a hard fork? What is DeFi? How do you value bitcoin? Why are there 6,000 cryptocurrencies? Which ones matter? And what does the latest regulatory development mean?

Bitwise is a specialist, \$1+ billion crypto asset manager with a multiyear track record of helping financial advisors, family offices, wealth managers, and institutions securely allocate to crypto. More than that, however, we are partners to wealth managers in providing compliance-approved educational support, helping them answer client questions and stay on top of a fast-moving and disruptive space.

How We Educate and Work With Advisors

Bitwise's full focus as a firm is on helping advisors understand, access, and navigate the opportunities and idiosyncrasies of the cryptoasset space. We believe advisors cannot succeed in crypto until they understand it, and so we invest heavily in high quality and ongoing education for clients.

BEYOND OUR PRODUCTS THEMSELVES, WE PARTNER TO SUPPORT ADVISORS WITH:

INVESTMENT CONSULTANTS

Bitwise has a growing team of 10 investment consultants with extensive backgrounds in mutual funds, ETFs, and alternatives. This team exists solely to support advisors and is always on call.

RESEARCH TEAM

Bitwise's five-person research team, led by Chief Investment Officer Matt Hougan, is dedicated to monitoring and understanding the latest developments in crypto and translating them into easy-to-understand insights for clients.

ACCESS TO EXPERTS

Bitwise has deep relationships with leading crypto developers, venture capitalists, and protocols, and can bring these resources to bear for clients, allowing unlimited depth to its analytical capabilities.

WHITE-LABELED CLIENT MATERIALS

Bitwise's experts are available to produce memos, detailed responses to client questions, and other white-labeled materials. Connect your firm's name with world-class crypto expertise.

EDUCATIONAL RESOURCES

Bitwise produces a wide range of compliance-approved resources to equip advisors to discuss and analyze crypto, from market commentary to annotated charts, white papers, explainers, FAQs, videos, customized webinars, and more.



Executive Leadership

Bitwise's educational capabilities are led by an experienced team of financial professionals, including:



MATT HOUGAN

Chief Investment Officer

Co-author of the CFA Institute Research Foundation's "Cryptoassets: The Guide to Bitcoin, Blockchain, and Cryptocurrency for Investment Professionals (2021)." Previously CEO at ETF.com and Inside ETFs. Co-author of the CFA Institute's monograph on ETFs (2015). Three-time member of the Barron's ETF Roundtable, Forbes contributor.



MICK MCLAUGHLIN

Managing Director, Head of Distribution

Previously Managing Director and Head of Americas ETF Distribution for Deutsche Bank, Head of Intermediary Sales at 55 Capital, Manager at Russell Investments, Director at BlackRock/BGI.



TEDDY FUSARO

President

Previously Senior Vice President for NYLife Investments, Senior Vice President and Head of Portfolio Management at IndexIQ, and Vice President and Senior Portfolio Manager at Direxion.



HUNTER HORSLEY

Chief Executive Officer

Previously Product Manager on digital ads at Facebook, Product Manager on digital ads at Instagram, B.S. in economics from the Wharton School of the University of Pennsylvania, Forbes 30 under 30 recipient.

About Bitwise Asset Management

Bitwise is a San Francisco-based crypto asset manager founded in 2017, known for managing the largest crypto index funds. The firm today manages more than \$1 billion in assets across multiple funds, serving institutions, family offices, financial advisors, and high net worth individuals. The team has backgrounds at firms including BlackRock, Deutsche Bank, J.P. Morgan, IndexIQ, ETF.com, Facebook, and Wealthfront. Bitwise is backed by institutional investors and leading venture capital firms including Highland Capital, Khosla Ventures, General Catalyst, and Blockchain Capital. Our leadership team regularly comments on crypto in publications such as Institutional Investor, Barron's, CNBC, Bloomberg, The Wall Street Journal, and The New York Times.