



2024

Year in Review



Dear SafePal community,

2024 has been an unprecedented year for the entire industry, with the approval of the Bitcoin and Ethereum ETFs, US election results and other events fueling the bull market and new all-time-high record prices for many cryptocurrencies.

It is very encouraging to see the conviction of builders and users alike in building through the bear market and challenging financial conditions begin to pay off. The SafePal team has continued to focus on user needs and improving our products and offerings, and it is humbling to see the consistent growth of the SafePal user base to 20M+ users till date.

The growth in user adoption has also ushered in a new wave of mainstream users with different needs, and the SafePal team has continued to adapt in various ways to better serve them.

This annual report will highlight the results of consistent efforts and initiatives for the past year, along with key objectives and focuses for the upcoming year of 2025.

The SafePal Team
December 31, 2024

I. SafePal By The Numbers

Total user base

20M+

Users till date

Annual user growth

90%

Approximate total wallet value

\$40B

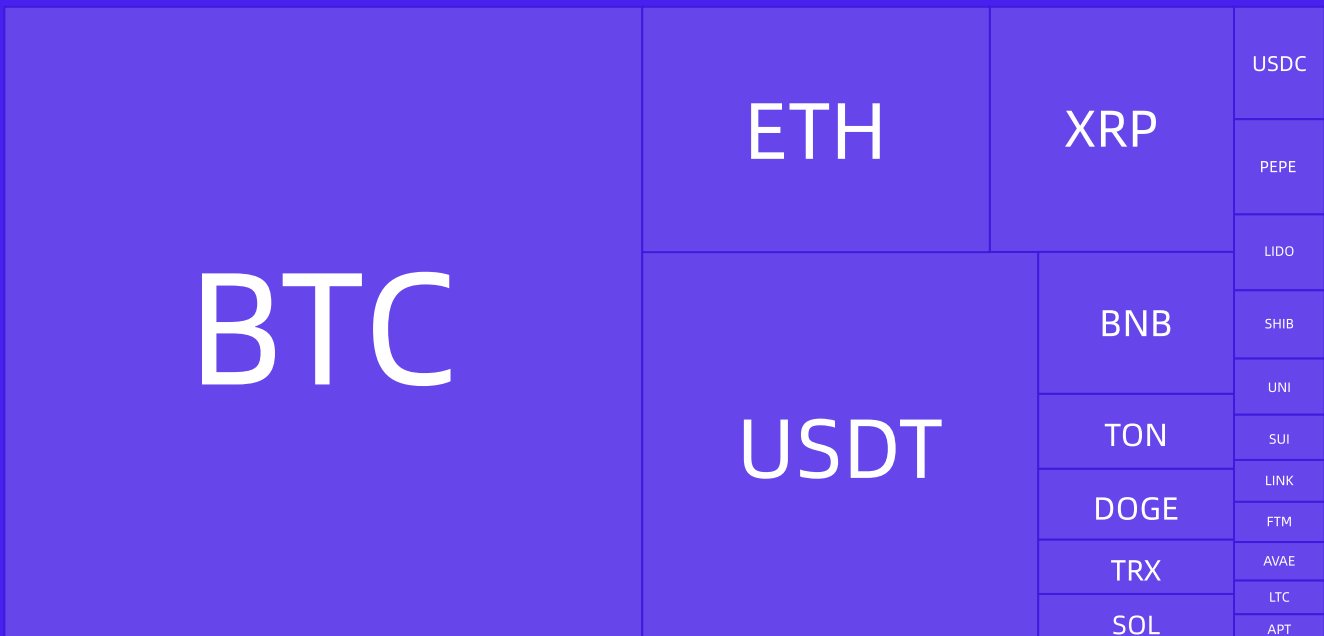
in USD value

Regions/Service coverage

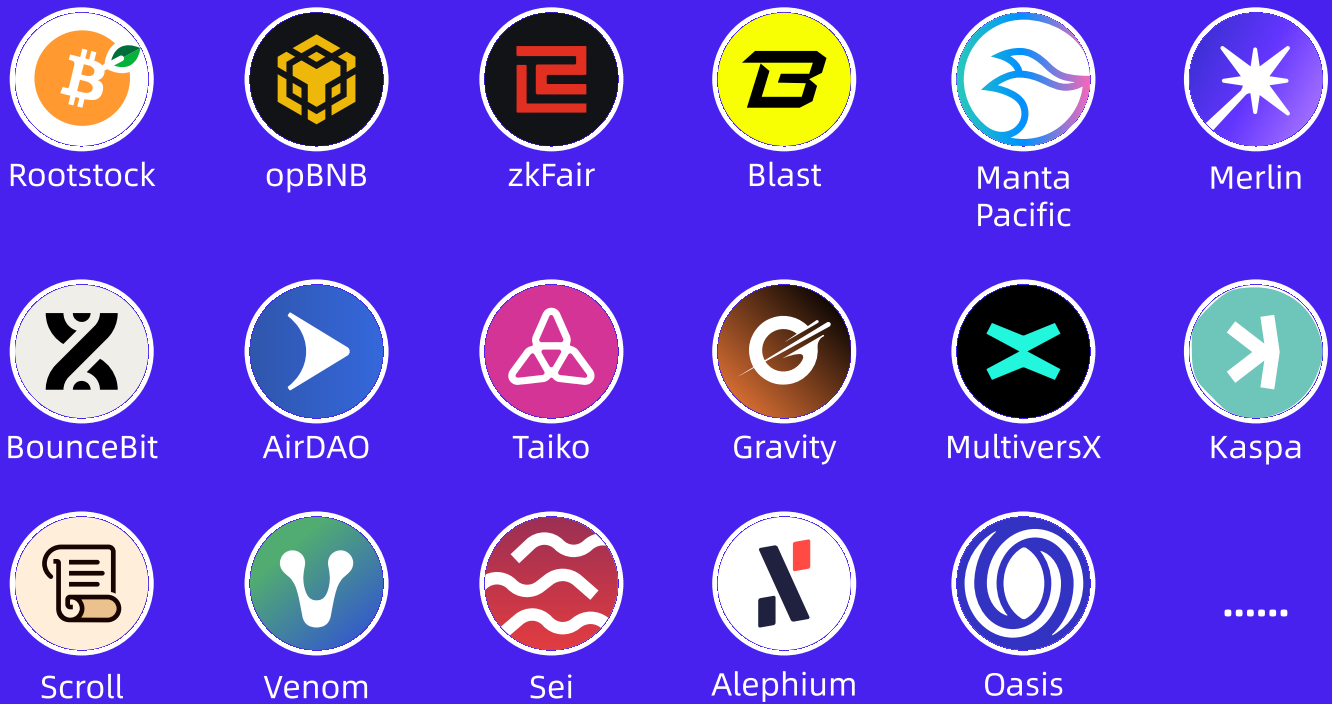
200+

Countries & Regions

Top 20 assets



Added 16 Networks & 200+ EVM Networks In 2024



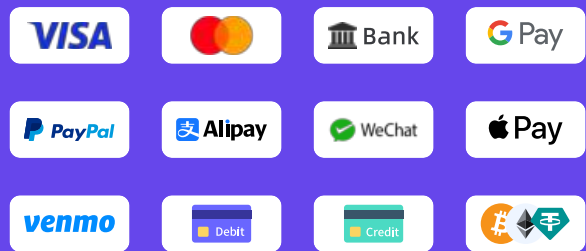
Global Sales Network Breakdown

Sales channel covering

200+

Countries & Regions

Supported payment methods



Global resellers in

44

Countries

Global affiliates in

167

Countries & Regions

Security And User Protection

SafePal has also consistently maintained a strong commitment to security and consumer protection by achieving the following milestones and introducing the following features

Clean track record

7

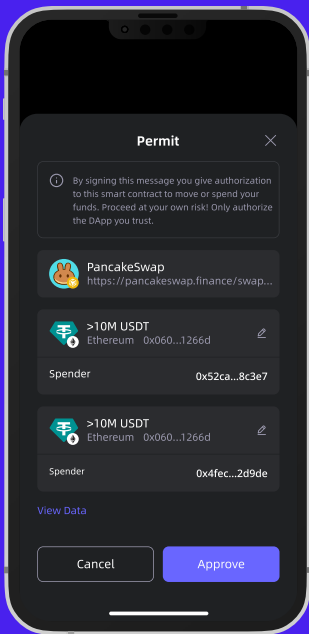
Years without any security incidents

Blacklisting malicious platforms

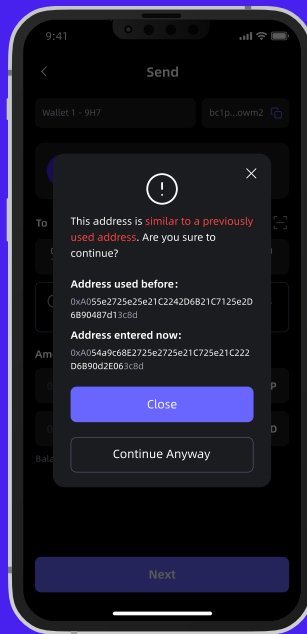
10.2K+

Phishing sites, scam Dapps and social accounts blocked

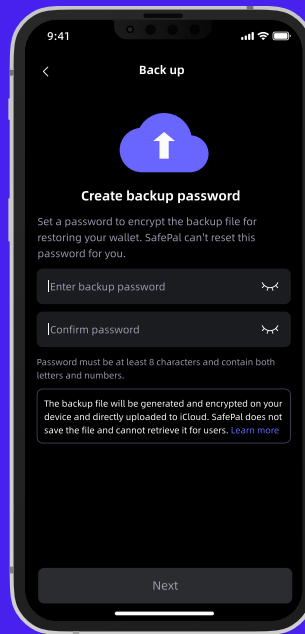
New Security Feature Highlights



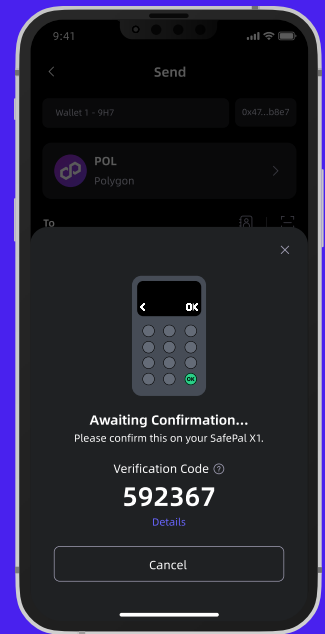
Risk warning for permit/permit2 signatures



Safety alert for fake address attack



Optional iCloud/GoogleDrive backup



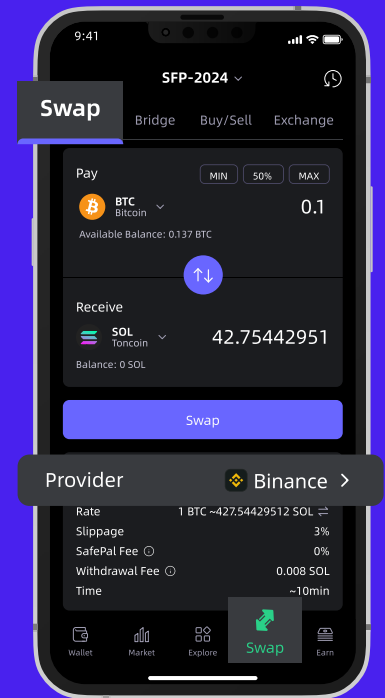
Verification code for hardware wallet signature

II. Embracing The New Generation Of Users

Despite the growing credibility and interest in the Web3 industry, crypto accessibility and cross-chain interoperability remain issues that need to be resolved to strengthen user adoption and retention. For the past year, SafePal has done the following to address these issues:

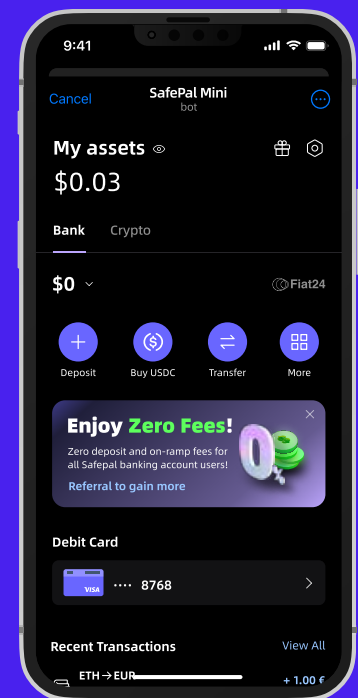
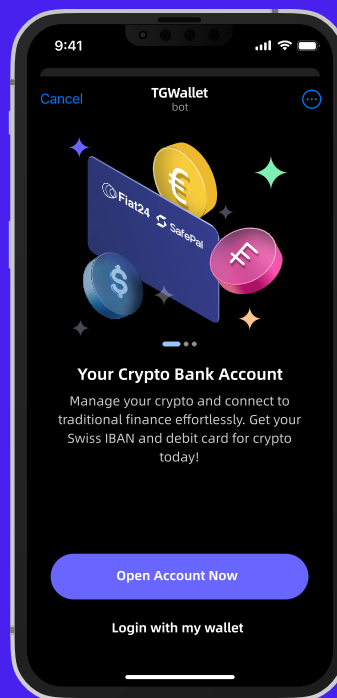
Enhancing User Trading Experience

Building the best in class swap aggregator by integrating established and promising decentralized and centralized on/off-ramp and swap providers



Improving User Accessibility Via Social Platforms

Addition of Telegram Mini Wallet to SafePal Wallet suite and GiftNow bot to leverage the power of social networks in onboarding users



III. Bridging Web2 And Web3

To improve user accessibility, SafePal launched the first compliant and crypto friendly banking gateway allowing users to open their Swiss banking account licensed by FINMA with various benefits.

Banking Gateway Highlights



**No annual fee
Free on/off-ramp**

Zero fees for account setup, management, bank transfers as well as on/off-ramps



Use crypto conveniently

- Spend crypto via
- Enjoy swift transfers between global bank accounts



Easy to set up

No credit checks or mandatory staking of assets for account eligibility



Unlock more benefits

Unlock exclusive privileges by making deposits, referring accounts, and staking SFP

Crypto Friendly Banking With Zero Fees

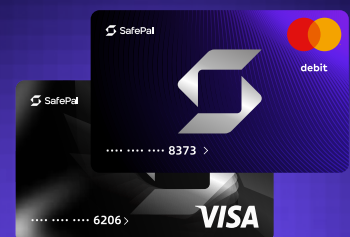
SafePal also introduced a long-term waiver program, together with continued expansion of service coverage to enable a growing user base to enjoy important benefits for the banking gateway.

Any user who successfully opens a bank account in the SafePal app will enjoy zero on-ramp and deposit fees indefinitely while the waiver program is valid (terms subject to change).



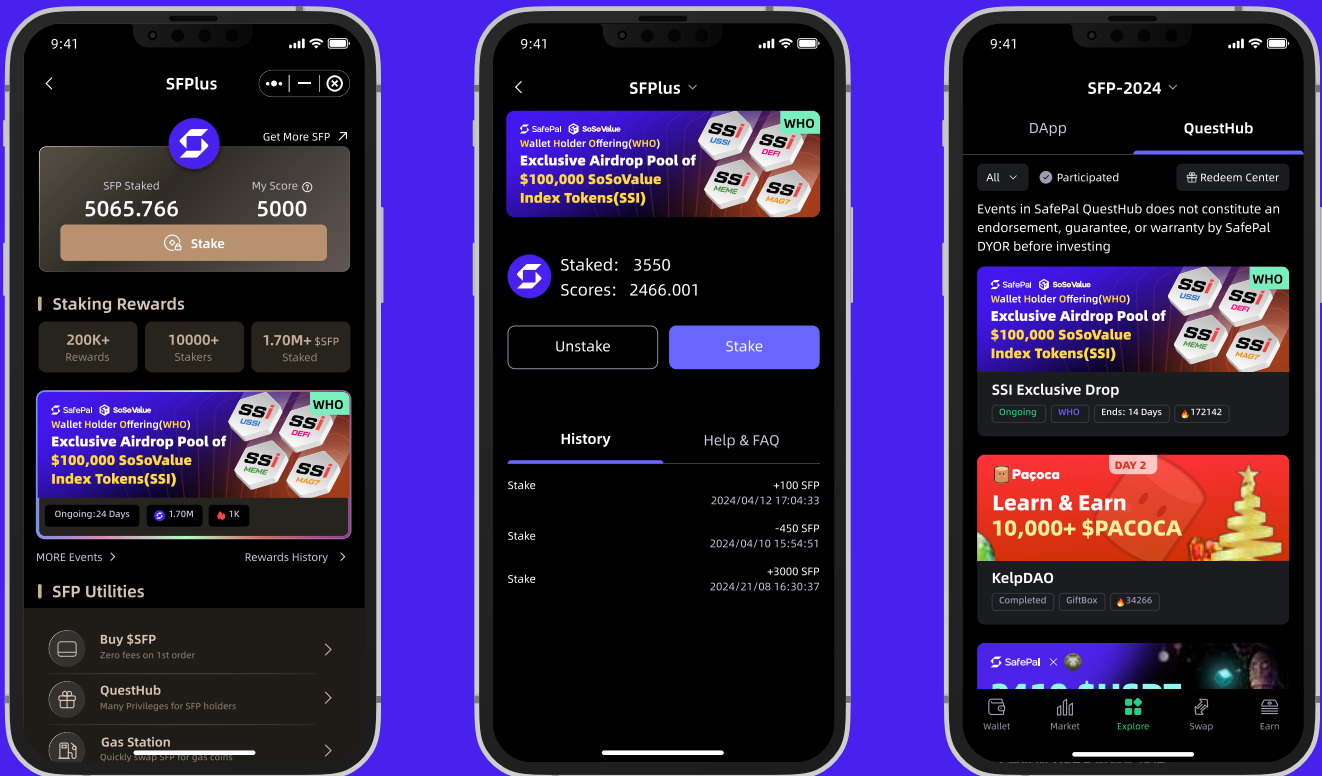
Enjoy Zero Fees!

Zero deposit and on-ramp fees for all Safepal banking account users!



IV. Strengthening SFP Tokenomics And Utility

To further enhance the tokenomics of SFP (the decentralized utility token fueling the growth of the SafePal ecosystem), the SafePal team launched SFPlus, a staking hub for all SFP holders to share in the successes of SafePal, and build deeper connections within the SFP community. About 2.5 Million \$SFP has been staked till date since the launch of SFPlus on 21st August.



In 2024, SFP has been a key component across all major airdrop campaigns, providing SFP stakers with more benefits. SFP has also been integrated into other DApps for additional utilities.



V. Deeper Partnerships And Integrations

The Launch of QuestHub

A unified solution for Wallet Holder Offering, Giftbox, and other partnership campaigns



Key Partnership Highlights



Exclusive TON edition wallet set



Co-branded USDC wallet with special rebate privileges

VI. Localized Efforts To Make SafePal Accessible To Everyone

Supported 16 Languages In Products

ENGLISH	DEUTSCH	FRANÇAIS	ESPAÑOL
TÜRKÇE	ITALIANO	PORTUGUÊS	简体中文
繁體中文	한국어	日本語	РУССКИЙ
THAI	BAHASA INDONESIA	VIETNAMESE	عربي

Supported 15 Languages In Community & Customer Support

ENGLISH	DEUTSCH	FRANÇAIS	ESPAÑOL
TÜRKÇE	ITALIANO	简体中文	繁體中文
한국어	日本語	РУССКИЙ	THAI
BAHASA INDONESIA	VIETNAMESE	عربي	

Active Engagement Across Diversified Social Platforms



Community Building And Thought Leadership

SafePal has also connected with stakeholders and communities in person through offline events and conferences in various regions and countries:

Token2049 Singapore



ABGA InnoBlock Summit



TON Gateway Dubai



Blockchain Life Dubai



WebX Japan



Asia Blockchain Summit Taipei



Foresight Hong Kong



ApeFest Hong Kong



GM Vietnam



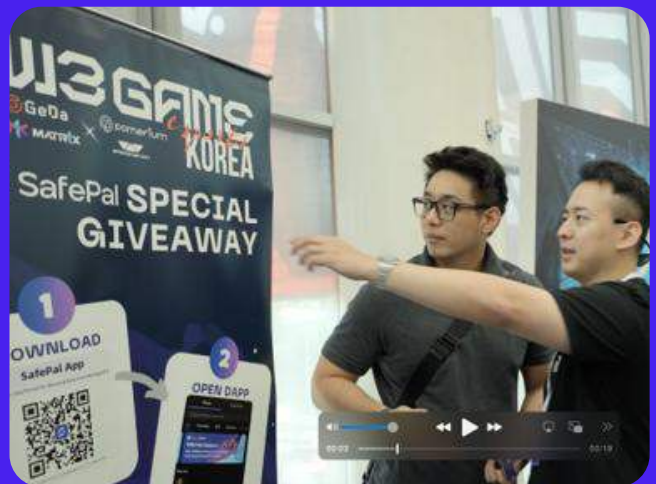
Matr1x Vietnam Esports Tournament



WalletConnect in Thailand



Web3 Game Korea



VII. Future plans for 2025

SafePal will be working on various aspects to better serve users. Some of the main focuses include:

Improving As A DeFi And CeFi Super Hub

- Developing the best-in-class swap aggregator integrating leading DEX and CEX providers
- Enhancing DeFi offerings such as SafePal Earn, DAppStore, QuestHub, SFPlus, and more
- Improving the wallet line with continued version updates and integrations, enhancements to security features and components, coupled with the launch of the Telegram mini wallet

Partnerships And Localized Marketing To Strengthen Brand Awareness And Credibility

- Continuing the localized marketing strategy in key markets such as China, Korea and LATAM for stronger engagement and retention
- Expanding partnerships with leading and promising ecosystems in various aspects
- Prioritizing collaborations related to user education and security to enhance brand trust

For projects interested in partnerships and collaborations, please attach your deck and reach out to marketing@safepal.com.

Enhancing SFP Tokenomics And Utilities

- Usage of \$SFP for project listings, collaborations and more
- More additions of reward pools to SFPlus
- Deeper QuestHub campaign partnerships
- Additional listings for \$SFP on exchanges

Closing

Thank you for supporting SafePal and taking the time to read the annual 2024 report.

The SafePal team will be continuing to improve product offerings and features to better serve users, community members and stakeholders. Security, accessibility and interoperability will continue to remain key pillars as the SafePal brand grows with the Web3 industry.

SafePal would also like to extend sincere appreciation to its partners, as meaningful collaborations are an essential part of delivering the best user experience.

Have a wonderful 2025 and keep BUIDLing together.

Follow our updates at:



www.SafePal.com



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