



# The First Crypto Wealth Platform.

Dacxi Australia

---



## Who is Dacxi

Dacxi is the pioneer of a new area in the Australian wealth sector based on Crypto-Assets. Crypto-Assets in a new asset class that starts with crypto-currencies like Bitcoin and will expand into a large range of new investment opportunities based on 'tokenization'. The new 'token economy' is why the world's largest banks, funds and financial institutions are coming into the 'crypto' space.

Dacxi's focus is to be the one-stop platform where investors can buy, sell, store, and learn about crypto-assets. The company is different in its support platform providing the education, information, inspiration and support people need to have confidence in this new area.

## Mission

To help everyday people find their path to prosperity and freedom through crypto.

## Company Details

Dacxi Australia is the exclusive licensee of the Dacxi Global. The company covers Australia, New Zealand, Pacific Islands and PNG. Its office is at 131 Office 14, 5 Martin Place, Sydney NSW 2000.

Dacxi Global is licensing all countries and is headquartered in Singapore with offices in the UK, Estonia, New Zealand and Brazil. The global company operates under a European Union crypto-exchange license.

## Regulatory Oversight

Dacxi has the required licensing in Australia with Austrac - DCE100587396-001 – for Digital Currency Exchange Provider. The company expects there to be further regulatory oversight so is 'future-proofing' by applying for AFSL licenses which is not required for its business today.

Globally, Dacxi operates under a European Union crypto-licenses. Licence numbers FRK00078/FVR000891. It has licenses granted or applied for in Singapore, UK and NZ.

## General Data Protection Regulation (GDPR)

Dacxi is fully compliant with GDPR.

## Trade Associations

Dacxi is a member of Blockchain Australia and [FinTech Australia - membership here](#). Globally it is a member of relevant trade associations in the UK, Singapore and NZ. The company is on the Board of Crypto UK.

## Dacxi cannot currently accept customers from the following countries:

Belarus, Burma, Canada, China, Côte D'Ivoire (Ivory Coast), Cuba, Democratic Republic of Congo, India, Iran, Iraq, Liberia, North Korea, Sudan, Singapore, Syria, United States of America, New Zealand, Malaysia and Zimbabwe.

## Management Team

Australia has been run successfully by the Dacxi Global team since 2018 who have significant experience of the Australian market. The new Australian management team is currently developing with the Sales and Compliance leadership roles having been filled. Australia will be run independently by Q3 2021.

## Directors

### *Ed Ludbrook – Founder/ Global CEO*

Ed is a Duntroon trained ex-Army Officer, ex-Elders UK banker and an international business growth specialist. As a business author his books have sold more than two million books in 20 languages. Ed co-founded Telecom Plus PLC (Utility Warehouse), which he listed on a UK stock exchange. In the second quarter of 2021, Ed will be replaced as Australian director by a new Australian CEO.

### *Craig Smith Gander – Non Executive Director*

Craig Smith-Gander is the non-executive director of Dacxi Australia. He owns a leading logistics company in West Australia and is Chairman of the Western Roads Federation. He is also Chairman of an Australian Securities Exchange (ASX) listed company and on the Board of Australian Surf Life Saving. Craig was a Duntroon-trained Army Officer, with a background in Stock Broking and Financial Services.

A full Australian-based Board is being added for independence governance and as part of the process for an ASX stock market listing in the near future.

## Dacxi's Market

The Crypto-Wealth market encompasses the current crypto currency market and the emerging crypto-token market that is predicted to be worth 10-20 times the crypto-currency market as assets like shares, property, commodities and unique assets are 'tokenized' for easy investment. Dacxi predicts that this market in Australia should be valued at \$100bn by 2030.

## The Dacxi Platform

### Platform as a Service

Founded in July 2017, Dacxi has been developing the world's first network of Crypto Wealth Platforms to exploit the coming expansion of crypto-assets as an investable asset class. Each country licensee has its own Crypto-Wealth platform employing Dacxi's world-leading technology forming the basis of the company's PaaS (Platform as a Service) business. This ensures Australia maintains the world's best-in-class technology for this emerging area

### Dacxi Technology Strength

Dacxi has developed its bespoke platform in-house and owns all code for maximum security and functionality. This technology strength is the basis on which the company considers it has a market advantage on potential competitors in the Crypto-Wealth sector.

## Blue Chip Bundle

While there are many crypto currencies on the market, Dacxi only offers a select few 'Blue Chip' coins which have captured the interest of the world's largest financial institutions. This interest is believed to be the reason why the crypto market has exploded in performance recently and the best recommendation for wealth builders. The company's Bundle programme for portfolio buying is believed to have delivered the best risk/rewards over the past three years.

## Security

Security is Dacxi customers' number one priority, which makes it the company's number one priority, too.

### Interface Security

The Dacxi platform was developed in-house by crypto platform specialists. Dacxi is one of the few platforms in the crypto industry to achieve an independent A+ security rating from Mozilla Observatory, which you can [view here](#).

### Internal Security

The Dacxi Exchange was built and maintained exclusively by a team of specialist developers, to ensure maximum security. Dacxi also employs an independent security company to ensure its 'anti-hacker' security protocol is constantly in force.

### Asset Security

As a result of the extremely high-security levels that the Dacxi Exchange adheres to, Dacxi does not recommend customers withdraw assets off the exchange. An average of 98% of customer assets are stored in a 'cold wallet'. This is isolated from the Internet and is therefore highly secure and thus 'hacker-proof'. In March 2021, all Australian/NZ customer assets will be moved to [Bitgo](#), the world's leading crypto storage company. Amongst other security benefits, this will provide access to Lloyds insurance cover and full Australian regulatory control.

## The Dacxi Coin

Dacxi has created its own cryptocurrency, the Dacxi Coin, to facilitate the global development of its Crypto-Wealth platform network. It is the world's first wealth-building coin and the company has announced the coin's listing on major global crypto-exchanges in the middle of 2021

### What Is The Dacxi Coin's Use Case?

The value of the Dacxi Coin is based on its use as a wealth building coin for the global Crypto-Wealth platform network. The core use case is as a Blockchain coin for its tokenization model yet it will also be used as a community building currency, exchange coin and to power its unique global innovation funding system.

### What Technology Does The Dacxi Coin Use?

The Dacxi Coin is based on ERC20 technology . [You can read more about Ethereum here](#).

## Dacxi In The Media

### The Dacxi Press Archive

Dacxi's website is home to a press archive which is regularly updated. [You can find this here](#) and on Dacxi's social media channels. Dacxi frequently publishes press releases with the latest news, views, and key appointments. Dacxi is also often quoted in Fintech and crypto specialist publications, as well as the mainstream press.

### Crypto And Negative Press

The mainstream press remains sceptical to the crypto sector. Dacxi has never received negative media coverage and the company actively communicates and interacts with the media.

Online companies, particularly those pioneering new financial sectors, are often the target of social media trolls and opportunity scammers. They publish untrue statements, 'reviews', and posts designed to attract notoriety, or 'clicks' to sell advertising or affiliate opportunities. They are nearly always anonymous, so they can never be held to account.

### Partner Programme

Like many financial services businesses, Dacxi has a Partner Programme, where Partners can refer clients in return for a bonus. Dacxi confirms that it has never operated a MLM programme.

## Community Resources

Find out more by visiting Dacxi's information-rich websites for [customers](#) and [partners](#). Dacxi also has a strong social media presence ([Facebook](#), [Twitter](#), [LinkedIn](#) and [Youtube](#)), emails customers with relevant updates, and regularly hosts webinars – providing access to experts and industry leaders.

---

To contact Dacxi or for more information and resources  
please visit [dacxi.com](https://dacxi.com)

