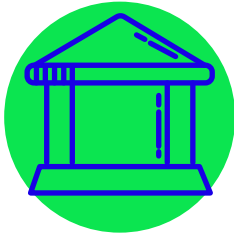


2022 Digital Asset Industry Outlook

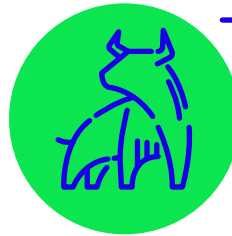
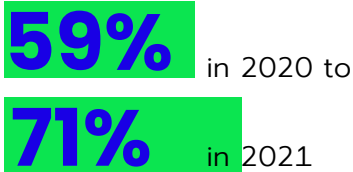
Institutional Participation

by Peter Hans



"The institutions that manage the overwhelming majority of global investable assets have gone from uninterested, to exploratory, to now a period of deeper due diligence"

U.S. & European investors have increased their intent to purchase digital assets from



The bull run in digital assets will strengthen

47% of family offices

43% of financial advisors

are currently invested in digital assets

New terminologies and taxonomies will be adopted

Must know crypto terms

- | | |
|---------------|----------------------|
| Atcoin | Market Cap |
| DYOR | HODL/HOLD |
| Whale | Pump&Dump |
| TA | FIAT |
| FUD | ATH |
| POW | FOMO |
| POS | FA |

The ProShares Bitcoin ETF topped **\$1 Billion** in assets in just **2 days**



The global digital asset management market is expected to grow by **\$7.45 Billion** during **2021-2025**

Learn more at www.ar.ca/outlook