



## Press Release

**For Immediate Release**

**3rd May 2019**

# DAG: Merchant Banking for the 21st Century

## **Seed funding campaign now live**

DAG has launched a seed funding campaign to build a global digital assets bank and re-establish the historic connection between bank and client, that promotes dynamic future growth for everyone. DAG will deliver merchant banking services to FinTech, digital and SMEs to provide robust digital banking with the most advanced technologies, to facilitate cost-effective transactions within and across traditional currency and digital assets. We will adhere to, and where necessary help develop, the highest standards of compliance and security together with regulators. We are the first to do this in the UK, which is our unique contribution to the future of banking for growth.

We will lead the development of blockchain-based financial services for decades to come, and become the leading digital assets merchant bank. We have already established three business lines in a so far unregulated space and run them as if they were regulated. We have already booked ~£100k of revenue along these lines and proved that it works and provides the security that clients seek in the digital asset space. We now need growth capital to expand this proven vision, progressing towards operating under a full UK banking license – at the very time when crypto markets are beginning to be regulated.

Digital opportunities are following a cyclical pattern. The dotcom boom saw a proliferation of possibilities. The crash which ensued cleared the path for the real innovators (Google, Facebook, Amazon, etc.) to consolidate and build genuine markets. The digital economy is following a parallel path even more quickly. The euphoric bitcoin price peak has been followed by the "crypto winter" and collapse in values. DAG predicts this is the inflection point where the real innovators will emerge, and we intend to be one of those.

Regulation and compliance manage risk, often at the cost of innovation and flexibility. DAG already knows how to protect innovation and maintain flexibility and we will harness the advantage and security of blockchain, linking traditional banking practice to digital technology. With our partners, we are leveraging the capital markets so that SME clients will be able to raise equity and in new and digital ways, together with debt, promoting growth and expanding working capital. This is the classical merchant banking model, tried and tested for centuries, but now on a digital platform and ready for the future.

DAG's management team has a track record in the regulated banking world. Uniquely among people with this expertise, we understand the possibilities of a digital future. We can drive the next industrial revolution



because we know how AI, data science, blockchain, and the evolution of the crypto economy and financial industry can all be made to converge for future success.

Sean Kiernan, CEO and Founder at DAG Global, asserted: “We’re delighted to work with CrowdCube for our seed funding campaign. They are an already established part of the digital future that we are working with regulators to create.”

Luke Lang, co-founder of Crowdcube, says: "It is exciting to see emerging companies like DAG Global bring new innovation to the UK. We're proud to play a part in driving awareness of the growing digital assets space and give investors the opportunity to have a stake in its success."

Founded in March 2018, DAG has already established a global presence - has been featured in Forbes, the FT, the Guardian, the UK All-Party Parliament Group on Blockchain, BBC World radio and TV, Milken Institute, and a wide range of financial publications and conferences.

To know more about DAG please visit: <https://www.dag.global/>

To review our CrowdCube offering go to: [https://www.crowdcube.com/companies/dag-global/pitches/qr4G0Z?utm\\_source=offline&utm\\_medium=offline&utm\\_campaign=DAG\\_Global:dag\\_opportunity\\_-\\_private\\_email\\_link&utm\\_term=campaign\\_referral\\_link](https://www.crowdcube.com/companies/dag-global/pitches/qr4G0Z?utm_source=offline&utm_medium=offline&utm_campaign=DAG_Global:dag_opportunity_-_private_email_link&utm_term=campaign_referral_link)

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