



**Digital Asset Launches London Office, Makes Senior Appointments Globally**  
*Former Goldman Sachs and JP Morgan executives bolster Company's financial and technology capabilities*

NEW YORK, January 15, 2016 -- Digital Asset Holdings today announced that it is opening a London office to support its clients and increase its presence in the UK and European markets. The firm has appointed Justin Amos, a Managing Director at NICE Actimize, the largest financial crime, risk and compliance software platform, to spearhead its European office. Digital Asset has also hired Edward Newman, a former executive in Goldman Sachs' Technology Infrastructure Organization, as Deputy Chief Security Officer and Senior Software Developer.

Newman began his new role on January 5, based in New York, while Amos will join the Company as Head of Europe effective February 1.

"London is a global center for finance and a leading hub for innovation. Opening an office in the UK is a natural extension of our commitment to wholesale financial markets across the globe," said Blythe Masters, CEO of Digital Asset. "I am delighted to welcome Justin and Ed to our rapidly growing team, especially as technology risk management continues to be a top priority for the financial services industry."

Newman adds extensive technology and financial infrastructure experience to Digital Asset after spending more than eight years at Goldman Sachs where he ran global development teams across New York, London and India. Throughout his career, Newman has delivered major projects across an array of technology areas, including identity management, systems integration and monitoring, infrastructure platforms, and technology risk management. Prior to Goldman Sachs, Newman spent ten years at Merrill Lynch in both London and New York in a variety of senior positions where his responsibilities included identity services and security architecture.

"I look forward to working with Digital Asset to develop new technological solutions and implement them in a safe, effective and constructive manner. With technology continuously evolving, the need to deploy secure software is critical for financial institutions, and I believe that Digital Asset is the best positioned firm to be able to achieve this."

Amos also brings great experience in both finance and technology following a 14-year career at JP Morgan in New York, London and Tokyo, where his most recent role was Global Head of Client Connectivity Services. He also held numerous other positions at the firm and as a result has gained extensive knowledge across all asset classes including equities, fixed income and over-the-counter derivatives, in addition to possessing a sound understanding of financial risk and electronic trading. After JP Morgan, Amos co-founded RedKite Financial Markets, the real-time institutional surveillance technology provider, before NICE Actimize acquired it in 2012. At RedKite, Amos held the title of CEO and Head of Products and aided the transition to Actimize where he is currently a Managing Director in UK Capital Markets Sales.

"Digital Asset's new London office will bring the company closer to its clients in the UK and internationally," said Amos. "I am excited to help grow the Company's global footprint and aid the widespread adoption of distributed ledger technology as it continues to gain traction."

**About Digital Asset Holdings**

Digital Asset builds distributed, encrypted straight through processing tools. Our technology improves efficiency, security, compliance and settlement speed.

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