



## **Sallie Krawcheck Joins Digital Asset Board Of Directors**

*Entrepreneur And Former Wall Street CEO Adds Unparalleled Experience*

NEW YORK, March 1, 2016 -- Digital Asset Holdings, LLC, a developer of Distributed Ledger Technology for the financial services industry, today announced that industry executive and entrepreneur Sallie Krawcheck has joined its Board.

Krawcheck brings a wealth of experience to Digital Asset. She is the CEO and Co-Founder of Ellevest, a digital investment platform for women to be launched in 2016. She is also the Chair of Ellevest Network, the global professional women's network, and Chair of the Pax Ellevest Global Women's Index Fund, which invests in the top-rated companies in the world for advancing women.

Prior to these initiatives, Krawcheck was the CEO of Bank of America Wealth Management, which includes Merrill Lynch Wealth Management and US Trust, then the largest wealth management business in the world. She was also the CEO and Chair of Citi Global Wealth Management, responsible for Smith Barney, Citi Private Bank and Citi Investment Research. Krawcheck also served as the Chief Financial Officer for Citigroup. Krawcheck began her career as a research analyst at Sanford Bernstein; rising through the ranks to quickly become Chair and CEO. She is on the Board of Directors for 2U and the University of North Carolina investment committee.

"We are honored to have Sallie join our Board," said Blythe Masters, CEO of Digital Asset. "She has achieved extraordinary success in her career as both an industry executive and entrepreneur, and her unique mix of experience will be a tremendous asset as we build and expand our business."

Earlier this year, Digital Asset completed a fundraising in excess of \$60 million from a range of strategic investors across the global financial ecosystem. As part of the round, Digital Asset announced that it was expanding its Board of Directors. Other Board Members include Catherine Flax, Ashwin Kumar, Sanoke Viswanathan, Mike Bodson, Blythe Masters, Donald Wilson, Sunil Hirani, and Cristóbal Conde.

"Distributed ledger technology presents a once in a generation opportunity to strengthen the financial services as a whole. Digital Asset sits at the apex of finance and technology, uniquely positioning them to realize the promise of this new innovation, and I'm delighted to be able to contribute to the firm's next phase of success," said Sallie Krawcheck.

### **About Digital Asset Holdings**

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

The New York headquartered firm has offices in San Francisco, Tel Aviv, Budapest, and recently announced the addition of London and Sydney offices. The firm recently became a founding premier member of the Linux Foundation's open source Hyperledger Project, to collaborate on the development of a standardized distributed ledger.

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