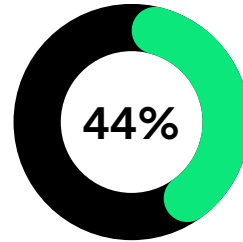


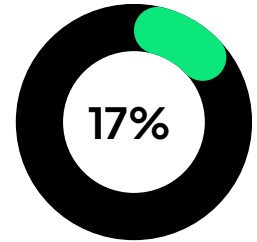
### Crypto matters to voters.

With a large percentage of voters across the US owning or considering owning cryptocurrency, vocalized support and action in favor of the technology can make or break the outcome of an election.

Candidates of all affiliations have the unique opportunity to appeal to the new desirable block of crypto voters — a group in which a third of individuals are people of color, not overwhelmingly from one party or another.\*



of voters across the US own or are considering owning digital assets.\*



of voters already own crypto. This subset alone is enough to swing a tight race.\*

\*Per 2022 Poll by GMI PAC

### Why are disenfranchised communities gravitating to cryptocurrency?

The decentralized structure of crypto reclaims the trust of communities historically shut out of traditional finance (e.g., home, equity ownership) by providing access to generational wealth building for people who lack insider Wall Street connections. Given its openness and accessibility, communities of color believe in and own crypto at much higher rates.

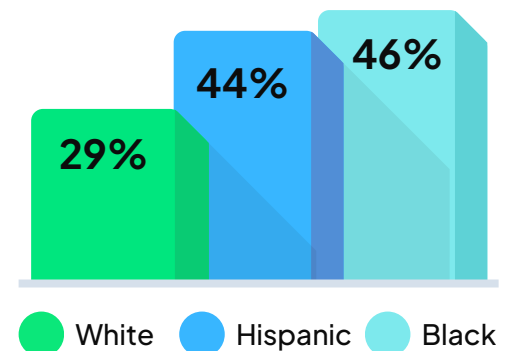
#### How does crypto ownership compare to other assets?

	Crypto Ownership*	Home Ownership**	Equity Ownership**
Black	18%	45%	34%
Hispanic	21%	48%	24%
White	13%	74%	61%

\*Per 2021 Pew Research Center American Trends Panel Survey

\*\*Per 2019 Federal Reserve Board Survey of Consumer Finances

#### Percentage of consumers who believe crypto is more accessible than traditional financial services



\*Per Plaid Survey Mentioned in TNY Magazine

### Connect with your voters and empower financial freedom.

By learning about crypto and supporting financial inclusion, representatives can form meaningful connections with communities that have experienced centuries of discrimination within the legacy banking system. Candidates of all affiliations can play an active role in embracing inclusive financial technologies.