News Release

20|30

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Louisa Bartoszek joins 20|30 as Head of Communications

20|30 is using the power of Blockchain technology to reinvent Capital Markets

Made history by becoming the first UK company to successfully tokenise and issue its own equity as part of the FCA's Sandbox 4 in collaboration with the London Stock Exchange

LONDON – 12 August 2019 – Blockchain technology company, 20|30 Limited ("20|30"), today announced it has appointed Louisa Bartoszek to the newly created role of Head of Communications, effective immediately. Based at the company's headquarters in London, Louisa reports into CEO and Founder, Tomer Sofinzon, and is a member of the firm's Executive Committee.

Louisa joins 20|30 from global custodian and asset manager, The Bank of New York Mellon (BNY Mellon), where she held a number of senior corporate communications positions since joining the bank in 2006. These include Asia-Pacific Head of Media Relations and, most recently, Director, Corporate Communications, with responsibility for external communications for group, investment services and markets across Europe, Middle East and Africa.

Louisa will lead a new communications function with responsibility for advancing and protecting 20|30's brand and corporate reputation globally. This includes corporate communications, marketing, digital, thought leadership programmes and financial communications for 20|30 and all its associated businesses. Today these include (with further business acquisitions soon to be announced):

- **TokenFactory** – Made history in April 2019; successfully tokenised and issued 20|30 Ltd's equity as part of the UK Financial Conduct Authority's Sandbox 4, in collaboration with the London Stock Exchange and Nivaura. With a broker-dealer licence in the US and a regulated licence in the UK, TokenFactory provides infrastructure, tools, legal agreements and technology for the primary issuance of tokenised securities. Tokenised assets can be traded on regulated exchanges worldwide, unlocking new liquidity for investors and increasing market participation on a global scale.

- **20|30 Asset Management** – More than just a financial or technology firm, 20|30 Asset Management is leveraging on technological breakthroughs to deliver stronger risk-adjusted returns. It is building original products and industry-first funds.

- **Pillar Project** – is giving consumers back control of their personal data. Pillar was spun out of the 20|30 Group and is an open-source, non-profit foundation. Pillar's flagship project is the Pillar Wallet, the easiest most intuitive way to store digital assets.

Louisa will also contribute to 20|30's ongoing regulatory activities as part of the company's proactive engagement with governments, regulators and trade associations, to help shape the regulatory framework for the crypto asset sector, which is set to profoundly transform the capital markets industry in the coming years.

"Financial services is witnessing a seismic shift in how business is conducted", notes Louisa. "Blockchain will bring far-reaching disruption and radical new opportunities across the entire investment lifecycle; from issuance through to asset and wealth management, trading and market infrastructure."

"I have been impressed by 20|30's vision to empower individuals to reinvent the way people, business and societies work. Particularly their work around tokenisation, which has the potential to unlock value in a whole range of assets, from existing shares to new issuance, bonds, property, IP, fine art and much more. The management team are energised, focused and firmly believe the solutions joining the 20|30 platform are game-changers. I'm excited about the future for 20|30 and look forward to what I envisage will be an incredible journey."

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Tomer Sofinzon, 20|30 CEO and Founder, said: "With over 20 years' experience, Louisa has an impressive track record driving communications for businesses across the entire investment lifecycle. Her high energy, natural curiosity for the unknown and extraordinary passion for excellence, make her a strong addition to our leadership team."

"20|30 has made tremendous progress since our inception to firmly establish our position on the front line of blockchain innovation. Our growth trajectory is ambitious and we have several exciting new developments in the pipeline. Myself and the Executive Committee are confident Louisa is that special person to lead, build and nurture our communications capabilities as we move forward into the next fast-moving chapter of our growth."

Prior to BNY Mellon, Louisa worked at global property company DTZ Debenham Tie Leung and Porterfield Public Relations. She originally trained as a journalist at the University of Central Lancashire. Today she sits on the editorial board of the Chartered Institute of Public Relations' (CIPR) member magazine, Influence, and is a regular judge for the CIPR's annual Excellence Awards.

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About 20|30
20|30 is a diversified portfolio of market leading products and services that are paving the way for a paradigm shift in a number of industries utilising blockchain and distributed ledger technology. A growing collection of innovations, every project is tied together by a shared ethos – a belief that decentralisation is a powerful force reshaping societies and the organisations within them. Our mission is to build the decentralised tools and infrastructure that will be main stream by the year 2030. We start and acquire promising projects as well as build our own market-driven solutions in-house.

For more information visit:

Website: www.2030.io
LinkedIn: https://www.linkedin.com/company/2030io
Twitter: @2030LTD

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