



STATE OF THE BLOCKCHAIN

2024 YEAR IN REVIEW

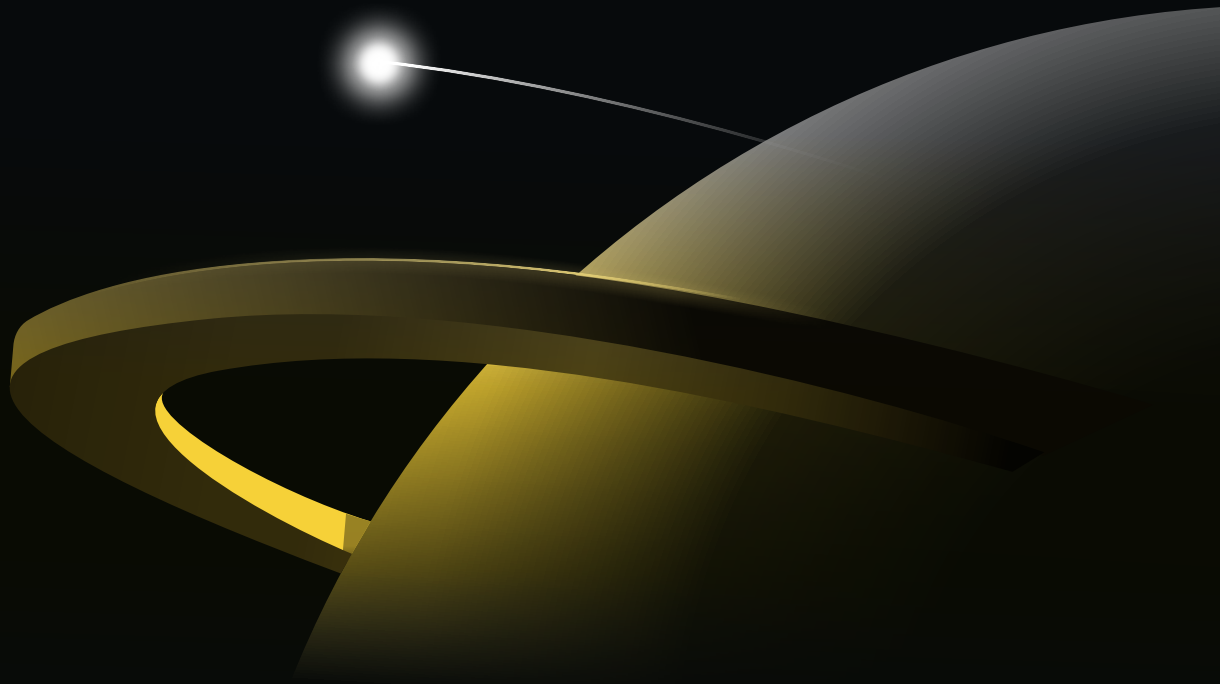


FROM STRENGTH TO STRENGTH

BINANCE'S 2024 MILESTONES

The year 2024 marked a pivotal chapter for the crypto industry, characterized by massive strides in mainstream adoption and unprecedented levels of institutional participation. Digital assets continued to transform lives worldwide, offering innovative solutions to financial challenges and unlocking new opportunities for economic inclusion. As the industry leader,

Binance stood at the forefront of this evolution, driving growth responsibly and sustainably. Guided by our fundamental focus on users and our mission to increase the freedom of money, we moved in tandem with the crypto industry breaking new ground, recording milestones, and setting all-time highs as we shaped the trends defining the future of finance.



At Binance, 2024 was a year of achievements that spoke volumes. Numbers painted a clear picture of progress as we shattered our own records and led the industry on key metrics. Amid a surge of momentum in crypto markets, Binance exceeded \$160 billion in user assets under custody for the first time, our inflows of more than \$30 billion surpassing the combined totals of the next ten largest crypto platforms by a significant margin. As institutional participation in crypto soared, Binance doubled its VIP user base as professionals trusted us to facilitate their entry into this transformative space.

Our reach and impact extended far beyond trading. As positive sentiment around crypto grew, we engaged millions across our social platforms, becoming the first crypto exchange to surpass one million YouTube followers. In parallel, we achieved a historic milestone by reaching a cumulative trading volume of \$100 trillion across all products – a testament to the trust placed in us by users worldwide. For countless new and experienced users, Binance became synonymous with crypto, guiding them through their journey into the future of finance. We embraced this responsibility with pride, ensuring that our operations remained safe, transparent, and responsible.



Binance's 2024 achievements were not just about records; they were about creating, amplifying, and shaping trends that resonate with crypto users. Whether meeting users where they are or being there for them in moments of need, Binance's actions reflected its deep commitment to the community.



This year's milestones reaffirmed our leadership and underscored the transformative potential of crypto in building a freer, more inclusive global economy.

As the industry strengthened its legitimacy and built synergies with reputable traditional players, Binance also forged groundbreaking collaborations within and beyond the industry. In 2024, we partnered with the digital money powerhouse Circle and furthered our work with the tech giant Amazon Web Services, achieving synergies that drive the industry

forward and create extra value for our users. These partnerships underscore Binance's role in advancing the ecosystem and building a future-ready infrastructure for digital assets.

The Binance exchange set new benchmarks in scalability, liquidity, and speed. From the successful launch of Spot Copy Trading to a unified Portfolio Margin wallet, our trading platforms empowered users to trade with unmatched efficiency, security, and ease.

LEADING THE MATURING INDUSTRY

Institutional adoption reached unprecedented heights in 2024, with Binance leading the charge. Through industry-first solutions like Binance Wealth and enhanced Banking Triparty services, we bridged the gap between traditional finance and digital assets, helping institutions navigate and embrace the crypto landscape.

At Binance, security and compliance go hand in hand with growth. In 2024, we bolstered our compliance efforts, increasing the strength of our expert in-house team to 650, securing regulatory authorizations in new jurisdictions, and proactively combating scams and fraud, preventing \$4.2 billion in potential losses for 2.8 million users.

Binance's commitment to financial inclusion translated into groundbreaking growth for Binance Pay, fiat rails, and Binance Earn. These products provided users with seamless access to payments, cross-border transactions, and crypto-based savings, bringing us closer to onboarding the next billion users into Web3. By launching products like MegaDrop, HODLer Airdrops, and Pre-Market Trading, Binance provided users with simplified access to carefully selected early-stage Web3 projects. Meanwhile, innovations like Binance Connect and Login with Binance expanded third-party integration, fostering a cohesive, interconnected digital-asset ecosystem.

GROUNDING IN COMMUNITY, EXPANDING WEB3'S REACH

Education, social connection, and philanthropy remained at the heart of Binance's efforts. From free blockchain courses via Binance Academy to direct aid during crises through Binance Charity, our initiatives touched millions of lives. Binance Square, our social platform, became a thriving hub for crypto discussions, content creation, and community-building.

To make Web3 mainstream, Binance partnered with global icons like Cristiano Ronaldo and professional sports teams, including the BWT Alpine F1 team. These partnerships extended crypto's reach into popular culture, driving awareness, engagement, and adoption among previously untapped audiences.

Binance's achievements in 2024 reflect a year of transformative progress for the crypto industry as a whole. With a steadfast commitment to users, innovation, and responsibility, Binance continues to shape the future of digital assets—bringing us closer to a world where crypto is not just a tool but a way of life.

2024 IN NUMBERS



MARKERS OF RESPONSIBLE GROWTH



+47%

Overall Registered Users



+226%

Active Binance Pay Users



+116%

Binance VIP Users



+97%

Registered Institutional Users



+63%

Learners on Binance Academy



+620%

Active Daily Binance Square Users



+27%

Overall Average Daily Trading Volume



+144%

User Savings on Binance Earn (TVL)



+290%

Margin Trading Volume

TABLE OF CONTENTS

Binance: The Home Of Crypto Trading	8
Institutional Revolution: Bridging Tradfi And Crypto	11
Finance Of The Future: Expanding Access And Utility	13
Responsible Growth: Investment In Compliance And Collaborative Security	16
Launching, Standardizing, Integrating: Infrastructure For The World Of Crypto	19
Empowering The Community: Caring For People	21
Web3 As A Household Name: Championing The Crypto Lifestyle	23

THE HOME OF CRYPTO TRADING

**+93%**

Average Spot Daily Volume

**+213%**

Average Spot Daily Transactions

**+19.4%**

Average Futures Daily Volume

**+106.2%**

Average Futures Daily Transactions

**4,444K**

Requests per Second processed – platform's ATH

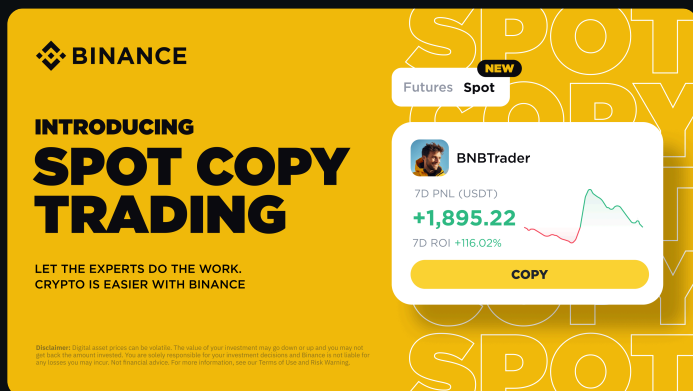
The Binance exchange remains at the heart of our extensive suite of digital-asset products and services, and in 2024, we have further solidified our position as the go-to destination for trading crypto. With unmatched depth of liquidity, top-notch scalability and speed (on

that front, we've reached an all-time-high 4,444,000 Requests Per Second rate throughout the platform), and a strong commitment to security, Binance continues to lead the market in empowering traders and investors across the globe.

Our advancements in Spot, Futures, Margin, and Convert products and features are instrumental in expanding access, convenience, and usability for both retail and institutional users. Whether it's through innovative products like Spot Copy Trading or our game-changing Futures offerings, Binance is reshaping the way people engage with digital assets. Here's how we delivered on this promise throughout the year:

SPOT: DRIVING ACCESSIBILITY AND LIQUIDITY

Launched in May 2024, **Spot Copy Trading** followed a similar Binance Futures functionality in playing into and shaping the industry-wide trend of making crypto trading more social – and also more beginner-friendly. The feature enables new users to follow lead traders' moves and copy their portfolios, simplifying newcomers' entry into the market. For experienced traders, it opened a new revenue stream by allowing them to monetize their expertise.



This year saw significant updates to our **Spot Liquidity Provider Program** and trading fees. These initiatives enhanced volume and liquidity, particularly benefiting mid-tier professional users. By optimizing spreads and price discovery, we've ensured a superior trading experience for all users. These improvements reflect Binance's user-first approach, balancing the needs of retail traders and institutional clients.

We have become the first cryptocurrency exchange to launch a **Token Unlock and Vesting Schedule** feature. This tool allows

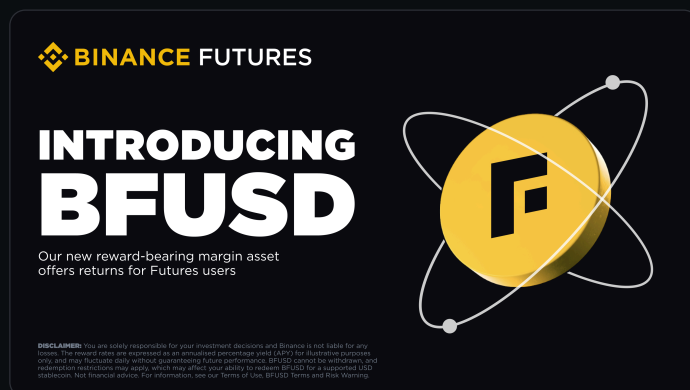
users to access crucial tokenomics data, such as circulating supply and unlocking schedules, without leaving the Binance platform, thus enhancing user decision-making.

To cater to users globally, we expanded our **Spot localization** efforts through tailored campaigns and partnerships with local market makers, which have further bolstered liquidity and made the trading experience even more relevant and engaging, contributing to increased adoption.

FUTURES: INNOVATION IN FINANCIAL TOOLS

Binance's **Portfolio Margin mode** expanded in 2024 with a unified wallet and extended accessibility to all users. This feature enables traders to leverage over 360 cryptocurrencies for margin requirements, improving capital efficiency and ensuring broader access to trading pairs. Portfolio Margin mode represents the growing sophistication of the Web3 trading landscape, making advanced financial tools more accessible.

This year marked the debut of **BFUSD, a first-of-its-kind reward-bearing margin asset** offered by a crypto exchange. Users can hold BFUSD in their USD \mathbb{M} wallet to earn rewards and use it as margin in USD \mathbb{M} Futures trading to earn even higher rewards. The efficiencies and benefits that BFUSD provides include daily income without staking or locking funds; higher APY for users holding BFUSD while trading Futures; near-100% collateral value ratio for Futures trading; as well as the convenience of easy purchase and redemption for USD stablecoins.



In 2024, Binance also introduced **USDC-margined contracts**, catering to a growing demand for transparency, stability, and regulatory compliance. USDC is fully compliant in the European market, unlocking the enormous potential of digital assets to transform finance and commerce.

MARGIN: MORE PAIRS AND STRONGER RISK MANAGEMENT

Binance Margin **expanded its offerings to over 300 trading pairs** in 2024, delivering unparalleled choice for users. Alongside this growth, we implemented an advanced risk management system to detect and mitigate

collateral concentration risks. With enhanced risk alerts, automation, and logic to detect and mitigate collateral concentration risks, users can trade with confidence, knowing their positions are secure.

CONVERT: EXPANDING GEOGRAPHY AND SIMPLIFYING PURCHASES

Binance Convert introduced a recurring buy function this year, enabling users to automate regular crypto purchases. By simplifying investment, this feature has encouraged broader participation in the crypto market. Convert's expanding presence in local markets like Thailand, Japan, and Indonesia has also promoted financial access, offering experience tailored to regional needs and preferences.




From groundbreaking innovations to user-centric refinements, Binance has cemented its status as the ultimate home of crypto trading in 2024. By constantly evolving to meet user needs, we're not just building a better platform – we're advancing the future of digital finance.



BRIDGING TRADFI AND CRYPTO

 **+116%**

+116% Binance VIP Users

 **+290%**

Margin Trading Volumes

2024 has been a transformational year for institutional and private wealth engagement in the crypto space, with Binance at the forefront of this powerful trend. The convergence of traditional finance (TradFi) and crypto has gained unprecedented momentum, fueled by spot ETF approvals, record-breaking capital inflows, and Wall Street's deepening engagement with digital assets.

Institutions are no longer just participating but driving the current wave of adoption and market expansion, and their sustained involvement is critical for the future trajectory of the crypto space.

Recognizing this, Binance has made significant strides to ensure institutions find an unparalleled value proposition on our platform and commit to digital assets for the long haul. Here's how we empowered institutional players this year:



A NEW LANDMARK CONFERENCE FOR INSTITUTIONS

In a landmark move, Binance hosted its first-ever closed-door **Institutional Summit in Dubai**, welcoming our largest institutional clients alongside industry thought leaders from traditional finance, crypto, and policymaking. This event was a vital platform for fostering relationships, gathering feedback, sharing industry knowledge, and showcasing Binance's latest offerings tailored to institutional clients. By providing direct access to the Binance executive team, we reinforced our commitment to building collaborative solutions that address the unique needs of institutional players. Going forward, the Binance Institutional Summit will be hosted annually.



THE NEW STANDARD FOR CRYPTO WEALTH MANAGEMENT

In October, Binance introduced **Binance Wealth** – the first crypto exchange solution purpose-built for wealth managers to bring crypto to their high-net-worth clients. This groundbreaking product equips wealth managers with the infrastructure and tools to onboard their clients seamlessly and expose them to the full potential of digital assets. Designed to activate a new segment of users,



Binance Wealth empowers wealth managers to diversify their clients' portfolios and bridge the gap for traditional investors exploring digital assets. By offering tailored high-end services, Binance Wealth is accelerating the adoption of crypto among high-net-worth individuals, building vital connections between the worlds of digital and traditional finance.

FACILITATING TRADFI ADOPTION BY MITIGATING COUNTERPARTY EXPOSURE

Following last year's pilot launch, Binance upgraded its **Banking Triparty solution** in 2024 to offer enhanced scalability and a more secure architecture for institutions to mitigate counterparty exposure. This innovative feature enables institutional clients to hold their trading collateral with partner banks. Banking Triparty is a gateway for traditional institutions to access crypto, combining robust risk management with smooth onboarding. These refinements reflect Binance's commitment to adapting solutions based on user feedback and market needs.

OPTIMIZING LIQUIDITY AND EFFICIENCY FOR LARGE-VOLUME TRADERS

Binance has also made substantial upgrades to its trading platform to cater to institutional requirements. By partnering with **local spot market makers**, Binance has enhanced liquidity and depth while streamlining fiat channels and operational processes, further enhancing the quality of trading experience for institutional users. Heightened institutional adoption led to a remarkable **290% increase in margin trading volumes** on Binance this year. This growth underscores the trust and confidence institutional traders place in Binance, driven by our robust infrastructure and premium trading services. The introduction of the **"big order split" function on Convert** allows users to trade orders 10 times larger than before. This innovation has boosted trading efficiency and liquidity, enabling larger trades while attracting institutional investors and contributing to market stability.

Binance's continuous efforts to refine and expand its offerings have cemented its position as the ultimate gateway for institutional players.

EXPANDING ACCESS AND UTILITY

 **+20**

New countries with fiat-to-crypto access

 **+226%**

More active Binance Pay users

 **+28%**

More Binance fiat-to-crypto users

 **+60%**

Retention rate for fiat-to-crypto users

 **+144%**

Binance Earn TVL

 **+36%**

Binance Earn users

In 2024, Binance achieved tremendous growth in products and services that materially improved financial access and utility for millions worldwide. From affordable payments and cross-border transactions to seamless fiat-to-crypto conversions and innovative savings products, our platform enabled and drove

grassroots adoption of crypto. These advancements bring us closer to onboarding the next billion users to Web3 and increasing the freedom of money for all. Here's how Binance expanded financial access and digital assets' utility this year:

BINANCE PAY: ACCELERATING CRYPTO PAYMENTS ADOPTION

Binance Pay's **active user base grew by an extraordinary 226% this year**, topping the impressive increase of 70% recorded in 2023. This rapid growth reflects the product's strong utility and user retention. Binance Pay's simplicity and effectiveness in enabling affordable, borderless payments make it a cornerstone of our mission to make crypto the world's most universal and widely accessible payment method.

FIAT RAILS: SEAMLESS TRANSFERS BETWEEN CRYPTO AND LOCAL CURRENCIES

Binance Fiat & P2P services now over **1,000 payment methods and 125+ fiat currencies**, facilitating trades among 28% more users in 2024 compared to the year before. We expanded access to over 20 new countries, including a significant rollout of mobile money integration across nine nations in West and Central Africa. Additionally, 18 new fiat channels were launched for retail and corporate customers.



With 60% of active Fiat & P2P customers engaging in repeat transactions, the strength of our fiat rails is evident in user satisfaction and retention.



We continuously improve our users' fiat-to-crypto experience, which currently includes buy/sell options via Visa, Mastercard, Apple Pay, Google Pay, and soon, Diners Club, providing an extensive choice of instant, convenient, and secure tools. Features like recurring buy capabilities and sell-to-card options further simplify on and off-ramping. These advancements support Binance's goal of increasing the freedom of money by providing diverse and highly efficient financial tools to users worldwide.

BINANCE EARN: MAKING CRYPTO WORK HARDER

Binance Earn continued to deliver innovative ways for users to grow their crypto holdings in 2024. With a 144% increase in total value locked (TVL) and a 36.4% growth in active users, Binance has become the go-to platform for growing digital-asset holdings in a secure and user-friendly environment. By simplifying access to on-chain earning opportunities and offering diverse products, Binance Earn opens the door to decentralized finance for everyone, including beginners.

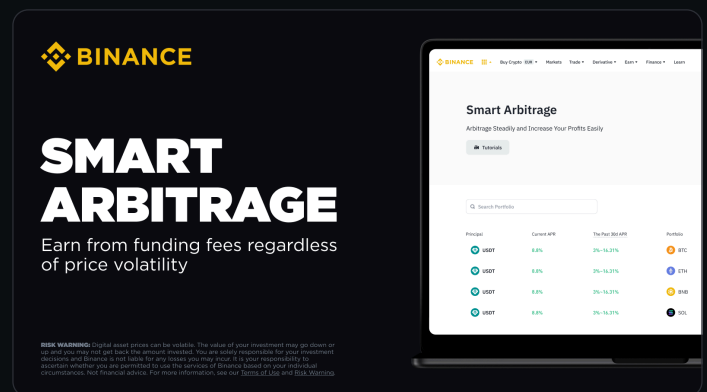
BNSOL, Binance's liquid staking token for Solana, reached \$500 million in TVL within three months, becoming the largest Solana liquid staking token offered by a centralized exchange. BNSOL unlocks the liquidity of the staked SOL, enabling users to use their staked assets for trading, lending, or providing liquidity, all while still earning staking rewards. It is available for use and supported across various Binance products and DeFi protocols, allowing users to maximize the utility of their staked SOL.



On-chain Yields, launched in December 2024, simplifies user access to on-chain protocols, enabling participation in decentralized finance and earning rewards seamlessly directly through Binance accounts. The 2,000 BTC quota of the first offering, Babylon BTC Staking, sold out soon after the launch, demonstrating strong demand for this offering. Through streamlining access to real on-chain yields, Binance empowers more crypto users to leverage the ability of DeFi protocols to deliver sustainable yields.

Fixed-Rate Loans, designed to meet the diverse needs of our users, offer suppliers predictable returns; for borrowers, they offer predictable costs regardless of market conditions. A secure and structured way to borrow and lend stablecoins, this product brings a secure financial solution even in turbulent phases of the market cycle.

Launched in October 2024, **Smart Arbitrage** is a feature that automates earning rewards from futures market funding fees without exposure to price volatility. It is a unique opportunity for users who are seeking a stable earning option without the need for constant involvement in the market.



In addition, in 2024, we distributed over \$12 million in rewards across Binance Earn campaigns, making it easier for users to achieve financial growth goals while engaging with diverse earning opportunities.

INVESTMENT IN COMPLIANCE AND COLLABORATIVE SECURITY

650
Full-time compliance staff

21
Regulatory authorizations worldwide

\$4.2B
Of potential losses from scams and fraud prevented for 2.8M users globally

\$88M
In recovered or frozen previously stolen from external parties

65K
Law enforcement requests responded

1,300
investigators from 80 countries attended Binance Law Enforcement Day



In 2024, Binance continued to champion responsible growth – the kind achieved by prioritizing user security, regulatory compliance, and collaboration with industry partners, policymakers, and law enforcement.

By aligning with these priorities, we strengthened the foundation of a safe and harmonious digital financial ecosystem. This year, we invested hundreds of millions of dollars in our compliance program, surpassing

last year's spending. We onboarded world-class talent, growing our in-house compliance staff to 650 and refining our technology and policies. These efforts have enabled us to secure certifications and meet the strictest global and local regulatory requirements, bringing the number of our regulatory authorizations to 21 globally and solidifying our position as the most regulated global exchange.

Furthermore, we enhanced platform safety and fostered collaborative security by working with crime fighters worldwide, providing investigative support and training, and

proactively identifying and mitigating risks within and beyond the Binance ecosystem. Our innovative measures to fight scams, prevent user losses, and freeze and recover stolen funds have set a new standard for a safer crypto landscape. Here's how we delivered on these commitments:

LAW ENFORCEMENT COLLABORATION AND FUNDS RECOVERY

In 2024, Binance responded to over 64,800 law enforcement requests and served more than 14,800 registered officials.



Our intelligence and operational support helped crime fighters identify suspects and arrest bad actors; track, freeze, and seize ill-gotten funds; disrupt massive illicit operations and dismantle large-scale criminal networks across borders.



These efforts yielded significant victories against criminals in Hong Kong, Indonesia, India, Malaysia, Thailand, the Netherlands, and many other regions.

Binance's Law Enforcement Training Program delivered 100 sessions worldwide, culminating in Binance Law Enforcement Day, an online event that hosted **1,300 agents from 80 countries**. These programs provided critical tools and knowledge to fight cybercrime effectively. Additionally, Binance contributed to collaborative initiatives like the Cybercrime Atlas, hosted by the World Economic Forum, to map and disrupt digital crime networks.

Through proactive collaboration with industry players and public-sector partners, our security teams helped crypto users recover **\$88 million worth of misplaced, lost, and stolen crypto funds**, with the majority of cases related to hacks, exploits, and theft that occurred on external platforms.

RISK MITIGATION AND CONTROL

Binance has significantly advanced security and risk mitigation efforts, including collaborative initiatives with external partners. Through information sharing, we've bolstered

fraud prevention, earning recognition from regional regulators and industry partners for maintaining. Our Risk Sniper channel, launched in collaboration with the Binance Square team, educates users, provides real-time alerts for unverified addresses and links, and fosters a safer discussion environment.

This year, Binance's Risk Team initiated diverse outreach efforts like blogs, real-time alerts, and Square posts to raise user risk awareness, generating significant engagement. They also screened and removed over 1,000 high-risk posts, preventing potential scams and protecting the user community. In monetary terms, our risk management and real-time monitoring systems and measures have prevented over **\$4.2 billion in potential losses from scams and fraud, protecting more than 2.8 million users.**

STRENGTHENING COMPLIANCE AND RISK GOVERNANCE

A major milestone in 2024 was the establishment of Binance's Risk and Compliance Committee. This governance body oversees our risk framework to ensure alignment with strategic objectives and regulatory mandates. By fostering a culture of accountability and risk awareness across the organization, Binance has reinforced its position as a leader in responsible crypto operations. Our clearly defined risk frameworks guide financial planning and strategic decisions, balancing innovation with prudence.

USER FUNDS TRANSPARENCY

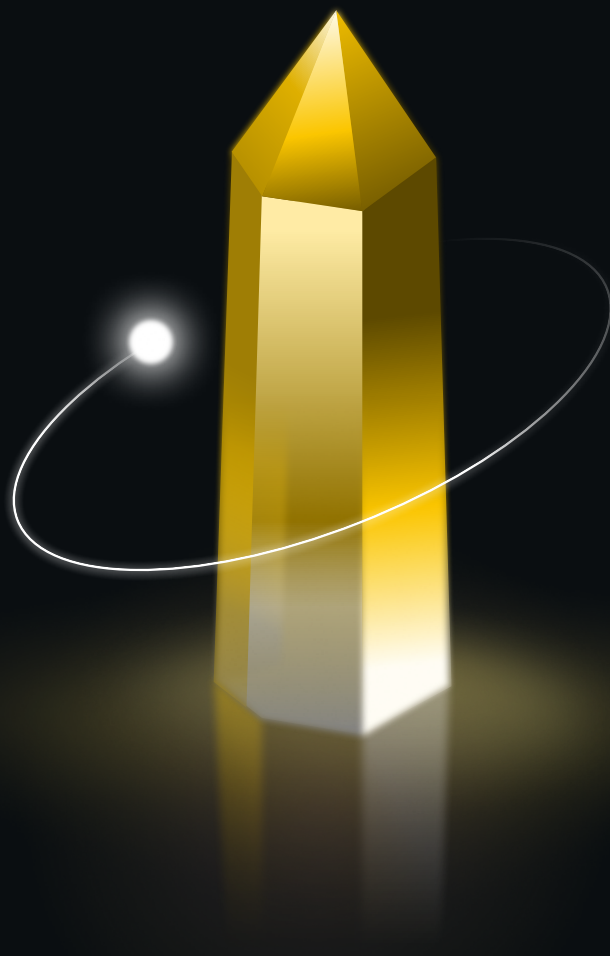
2024 marked the two-year anniversary of Binance's Proof of Reserves (PoR) system, which we introduced to enhance user-fund transparency and ensure that all user assets are backed at least 1:1. Over these two years, we have continuously improved our PoR technology, incorporating advanced protocols like zk-SNARKs. Additionally, in 2024, we have increased the number of supported PoR tokens from 31 to 34 and began capturing user debt liabilities, further solidifying our commitment to transparency and trust in the digital-asset ecosystem.

LAUNCHING, STANDARDIZING, INTEGRATING

INFRASTRUCTURE FOR THE WORLD OF CRYPTO

Crypto and Web3 are for everyone. To achieve a truly inclusive future of finance, the world needs more than siloed services and ecosystems – it needs robust infrastructure that empowers participation from all. In 2024, Binance made significant strides in providing this infrastructure, giving users simplified access to top Web3 projects both on-chain

and off-chain, equipping businesses with efficient crypto-fiat solutions, and enhancing third-party integration. These initiatives serve the evolving needs of Web3 users while promoting a cohesive, interconnected, and well-structured digital-asset ecosystem. Here's how Binance contributed to building the foundation for the world of crypto.



INNOVATIVE PRODUCTS AND VETTED PROJECTS

In 2024, Binance introduced groundbreaking products like **MegaDrop**, **HODLer Airdrops**, and **Pre-Market Trading**, aligning with our mission to provide core infrastructure services for organizing the world's crypto. **These new mechanisms not only gave users opportunities to engage with select Web3 projects, carefully vetted by the expert Binance Research team, but also set the stage for the future of on-chain participation, riding the wave of new token launches and airdrops that have become one of crypto's biggest trends in 2024.**



MegaDrop serves as a gateway for millions of users to transition to Web3 by offering simplified access to token launches via their wallets. With a focus on education, Binance ensured users could navigate the complexities of Web3 and participate in its growth. With **HODLer Airdrops**, by targeting small to medium projects with strong fundamentals and organic communities, Binance fosters a sustainable market environment while giving users exposure to high-potential projects. This approach prioritizes users' interests and supports the broader Web3 ecosystem. **Pre-Market Trading** allows users to access projects at an earlier stage, creating new opportunities for participation and investment.



Throughout 2024, Binance launched 27 listing airdrops via Launchpool, MegaDrop, and HODLer Airdrops, reflecting our commitment to driving trends like the shift to Web3 and ensuring users have meaningful opportunities to systematically participate in the most promising token launches.



Enhancing Business Infrastructure With Binance Connect

The revamped **Binance Connect** emerged as a vital tool for Web3 businesses, offering a fully integrated fiat on-and-off ramp solution within the Binance ecosystem. By enabling users to buy crypto directly through DeFi wallets such as SafePal, Trust Wallet, and Uniswap, and leveraging fiat and P2P channels, Binance Connect simplifies transactions and enhances accessibility. Competitive pricing and seamless integration further position Binance Connect as a cornerstone for financial inclusion and efficient business operations.

Setting Standards for Third-Party Integration

We also executed and implemented the standard for retail and corporate brokers, creating greater opportunities for third-party integration. This standard empowers brokers to integrate more effectively with Binance's ecosystem, fostering broader adoption. Additionally, **Login with Binance** strengthened cross-platform connectivity, enabling users to use their Binance accounts across partner platforms. This feature enhances the user experience and deepens integration within the Web3 ecosystem.

EMPOWERING THE COMMUNITY

CARING FOR PEOPLE

 **44M**

Learners on Binance Academy

 **934**

Articles and glossary entries on Binance Academy

 **\$11M**

Distributed through the Learn & Earn program (all-time)

 **1.5M**

Content creators on Binance Square

 **25M**

Views on Binance Research website

 **72K**

Binance users affected by natural disasters receiving support from Binance Charity

 **500**

Students graduating from Binance's Women in Technology Academy in Turkey

Every milestone Binance achieves is driven by the loyalty and trust of our global community. In 2024, we remained determined to support, educate, and connect people worldwide. From delivering free crypto education and fostering

social connections to providing transparent and effective aid in times of crisis, Binance continued to prioritize its role as a user-focused organization. Here's how we made an impact:



EMPOWERING PEOPLE THROUGH CRYPTO KNOWLEDGE

In 2024, **Binance Academy helped 44 million people** navigate the world of blockchain and crypto, a significant increase from 27 million in 2023. Expanding from one course track to six, the platform saw over 421,000 learners enroll in courses, with more than 135,000 completions. This growth reflects Binance's dedication to providing accessible, high-quality crypto and blockchain education for all.

Notably, Binance Academy partnered with leading institutions, launching university courses on digital assets and blockchain in collaboration with the European Business Institute of Luxembourg, ESCP Business School, and Prague University of Economics & Business. Additionally, Binance signed agreements with organizations like the Fourth Industrial Revolution Analysis and Coordination Center (Azerbaijan) and the American University of Dubai to expand its educational reach.

Binance Research provided accessible market and industry analysis, with its website clocking 25 million views, contributing to Binance's role as a thought leader while equipping users with the knowledge they need to navigate the crypto space effectively.

BINANCE CHARITY: DELIVERING AID AND OPPORTUNITIES

In 2024, Binance Charity leveraged blockchain technology to provide direct and transparent support to communities in need. This year, **\$6.9 million was donated** across various global projects, **aiding over 72,000** users through direct token airdrops in regions like Brazil, Taiwan, Vietnam, and Central and Eastern Europe. These efforts provided immediate relief following natural disasters and showcased the potential of Web3 to empower individuals in times of crisis.

Binance Charity also supported long-term initiatives like the Binance Women in Technology Academy in Turkey, where nearly 500 students graduated in its first year. By educating and empowering underrepresented groups, Binance is fostering diversity and inclusion in the blockchain and technology sectors.

BINANCE SQUARE: THE FASTEST-GROWING CRYPTO SOCIAL PLATFORM

Binance Square connected over **35 million monthly active users in 2024**, cementing its place as the fastest-growing blockchain-centric social platform.

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With over 1.5 million users creating content and 100,000 participating in the "Write to Earn" program, Binance Square has become a thriving marketplace of ideas.

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Top content creators participating in the program earned over \$500 weekly, showcasing Binance's commitment to returning value to contributors.

By integrating content with trading and

fostering community-driven discussions,

Binance Square provides users with valuable insights and resources. It's more than a social platform – it's a sprawling hub for collaboration and growth within the crypto ecosystem.

WEB3 AS A HOUSEHOLD NAME

CHAMPIONING THE CRYPTO LIFESTYLE

Bringing crypto and Web3 to billions of previously untapped users requires more than preaching to the choir: it demands breaking out of the bubble and making crypto a household name. Promoting a crypto lifestyle means creating a vibrant, dynamic popular

culture where digital assets take center stage. To achieve this, in 2024 we have partnered with global icons and household names from the Web2 era who share our vision for the future, helping us make crypto truly mainstream.



ICONIC PARTNERSHIPS

In 2024, Binance launched its 4th and 5th digital collections with football legend Cristiano Ronaldo, achieving record-breaking impressions on YouTube, TikTok, and Instagram. These campaigns drove remarkable follower growth, engagement, and positive sentiment for both Binance and Web3 at large. Through this partnership, we created a continuous conversation that boosted new registrations and strengthened the association of digital assets with mainstream appeal.



This year, we also elevated our partnership with BWT Alpine F1. By increasing car branding, hosting driver appearances, sharing exciting content, and offering premium experiences, we maximized fan engagement. Additional social and digital campaigns amplified Binance's reach and engagement within the sports and crypto communities.

THOUGHT LEADERSHIP AND MEDIA ENGAGEMENT

Binance emphasized thought leadership and media engagement across major cultural moments and industry events in 2024. Participation at Cannes Lions, Leaders Sports Conference, and features in prominent media like Entrepreneur drove awareness and positive sentiment while introducing Binance and crypto to new audiences. These initiatives reinforced Binance's position as a leader at the intersection of culture and technology.

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By bridging sports, entertainment, and Web3, we are driving adoption of digital assets. These partnerships and campaigns spread industry awareness, education, and adoption far beyond the crypto community, positioning Binance as the driving force behind the mainstream integration of digital assets.

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