

OWN YOUR MONEY

BULL BITCOIN PRIME

Bitcoin exchange and advisory services built
for sovereign individuals and corporations.
We specialize in the purchase and sale of large
Bitcoin amounts in Canada.

NON-CUSTODIAL. BITCOIN-ONLY. TRUSTED SINCE 2013





CONTENTS

4 // IS BULL BITCOIN RIGHT FOR YOU? //

5 //BULL BITCOIN'S INCREDIBLE SUCCESS STORY //

6 // THE BULL BITCOIN DIFFERENCE //

8 // BUYING LARGE AMOUNTS OF BITCOIN //

10 // SELLING LARGE AMOUNTS OF BITCOIN //

12 // HOW TO USE BULL BITCOIN PRIME //

13 // SECURING YOUR BITCOIN //



*We are the result of our hard work. Our passion
for what we do makes us leaders in our sector.*

IS BULL BITCOIN RIGHT FOR YOU?

SOVEREIGN INVESTORS LOOKING TO ACQUIRE LARGE AMOUNTS OF BITCOIN WITH HANDS- ON ADVISORY SERVICES FROM THE WORLD'S BEST BITCOIN BROKERS.

Bull Bitcoin specializes in high-volume Bitcoin transactions. All trades are executed over-the-counter, with no slippage, no middleman and no maximum transaction amount. Account funding is done by wire transfers sent to a reputable Canadian bank. Bull Bitcoin Prime users have a dedicated account manager which they can call during business hours. We will help you figure out Bitcoin self-custody or hook you up with trusted Bitcoin custody solutions.

SUCCESSFUL INVESTORS AND EARLY ADOPTERS THAT NEED TO "CASH-OUT" LARGE AMOUNTS

Bull Bitcoin offers the best Bitcoin off-ramp service worldwide, full stop. Exchange rates are guaranteed as soon as Bitcoin transactions are sent, no matter the amount. We send wires and funds transfers to any bank account in Canada, received the next day or same day. Discuss the best strategy with your dedicated account manager, every client's needs are unique.

CORPORATIONS AND PROFESSIONALS THAT WANT TO INTEGRATE BITCOIN PAYMENTS AND PAYOUTS INTO THEIR BUSINESS MODEL, OR A BITCOIN STRATEGY FOR THEIR TREASURY

We will set you up with free Bitcoin payment processing solutions, linked to your website or for your in-person retail locations. You can send us Bitcoin and we'll pay your suppliers, your company's bills and payroll with Canadian dollars. If your employees want to be paid in Bitcoin, we can facilitate this too.

HOME BUYERS, HOME SELLERS AND REAL ESTATE PROFESSIONALS LOOKING TO CONDUCT REAL ESTATE TRANSACTIONS IN BITCOIN.

If you want to sell your house for Bitcoin, we can act as intermediary, receive the Canadian funds directly from the buyer or escrow, and settle Bitcoin directly to your own Bitcoin wallet. If you want to buy Bitcoin, you can send us Bitcoin and we'll settle Canadian dollars with the seller or his escrow. No need to involve your bank in the transaction.

A photograph of a bison standing in a vast, flat, snowy landscape under a bright sky. The bison is dark brown and is positioned in the lower right quadrant of the image, facing right. The snow is white and covers the entire ground, with some subtle shadows and textures visible. The sky is a pale, uniform blue-white.

***"A no-bullshit experience for
sovereign Bitcoin users"***

Bull Bitcoin's incredible success story

10 years of self-funded growth with no compromises

OUR FOUNDER AND CEO, FRANCIS POULIOT

Francis is an internationally recognized Bitcoin expert, respected for his uncompromising ethical stances and in-depth knowledge of Bitcoin economics, technology and business practices.

Born in Montreal, he holds a master's degree in Public Policy from King's College London, Francis started writing policy and economics papers on Bitcoin in 2013 while working at the Montreal Economic Institute.

He became Director of Public Affairs at the Bitcoin Embassy in 2013, the world's first and largest physical Bitcoin center. He was a Bitcoin expert witness at the Senate of Canada's Banking Committee in 2014, advisor to the Ontario Securities Commission on Bitcoin and represented Canada's



industry at Canada's ministry of Finance and various regulatory agencies.

In 2017, he created Catallaxy, a digital assets audit and consulting firm, in partnership with Grant Thornton. He has spoken at over 100 Bitcoin events over 10 years. He is a prominent advocate of free-markets, individual liberty and Austrian economics.

Bull Bitcoin's story

Bull Bitcoin was created in the summer of 2015, when the price of Bitcoin was \$200. Disappointed by the lack of trustworthy Bitcoin exchanges and appalled by the culture of scam and fraud rampant in the crypto industry, Francis Pouliot, decided it was time to create an online business replicating the customer experience of the Bitcoin Embassy's face-to-face Bitcoin brokerage desk, where clients would simply pay and have Bitcoin sent to their own Bitcoin wallet.

Launched in 2013, Bylls.com allowed Canadians to pay all their bills with Bitcoin. With a list of over 10,000 billers ranging from credit cards to utility bills, taxes and rent, Bylls was and is still today the first and largest Bitcoin payment processing in Canada. In 2016, Francis acquired Bylls.com and incorporated it into Bull Bitcoin.

In 2017, Bull Bitcoin became internationally renowned in 2017 for its contribution to defending the Bitcoin Network from an attack led by Chinese Bitcoin miners, and is widely credited as having helped push forward the technologies that enabled Bitcoin's Lightning Network to emerge.

Bull Bitcoin is entirely self-funded by the founder and operational revenue. No investors, no bank loans, no strings attached. It has been generating net profits since 2020 and employs 15 full-time staff in Canada.

2013: Bitcoin Embassy is world's first physical Bitcoin center

2013: Bylls.com becomes world's first Bitcoin bill payment service

2014: Bitcoin OTC trading and advisory

2015: Bull Bitcoin's online service is launched

2016: Bull Bitcoin acquires Bylls.com

2017: Winning the Bitcoin Civil War

2018: Bull Bitcoin launches the Cyphernode project

2019: Interac E-Transfers launched

2020: Dollar-cost-averaging and Lightning Network

2021: Launch of Bull Bitcoin Prime

2022: New technical infrastructure

2024: International expansion and mobile app

THE BULL BITCOIN DIFFERENCE

WORLD-CLASS CUSTOMER SERVICE

You will have a permanent chat dialogue with your dedicated account manager directly in the Bull Bitcoin app. No “customer support ticket”. No help request form. If it feels like you’re talking to a friend, it’s because you are. Bull Bitcoin Prime customers have access to their account manager’s phone number, which they can call any time during business hours.

NO MIDDLEMEN

Bull Bitcoin is in reality an OTC desk, but one that is fully automated. We do not match buyers and sellers on an orderbook. When users buy Bitcoin, they buy their Bitcoin directly from our own inventory of bitcoins. When users sell Bitcoin, we are buying the Bitcoin from them using our own fiat. We aren’t “upselling” anybody else’s service or infrastructure.

EXPERTISE AND KNOWLEDGE

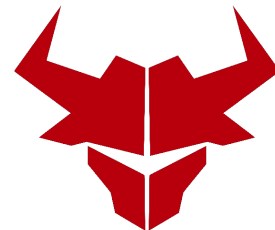
Our team of experts is composed of early Bitcoin adopters committed to our mission of self-sovereignty. We have been facilitating large Bitcoin transactions for 10 years. We have spent over 10,000 hours in one-on-one discussions with clients.

CANADIAN COMPLIANCE

Bull Bitcoin is a regulated Money Services Business in Canada. To be clear, using Bull Bitcoin is perfectly legal and in dealing with our customers we respect all Canadian regulations which apply. Because we do not deal in altcoins, NFTs, ICOs and other digital assets, we are not regulated as a securities dealer.

INTEGRITY AND ETHICS

We do not offer products that we personally do not use ourselves. We will not be pushing you to buy sketchy investment products, altcoins, NFTs, or other scams. We deal in Bitcoin, and Bitcoin only. We are here to help you achieve tangible, legitimate objectives such as preserving your wealth, opting out of the traditional banking system and taking control over your money. Our reputation of integrity is our most valued asset.





NON-CUSTODIAL

To use Bull Bitcoin, you need to have your own Bitcoin Wallet. If you do not have one, we will set you up with the most secure hardware wallet and have video calls with you to teach you how to use it and secure it. We do this because we never want to be in a position where we can steal, freeze or compromise your funds.

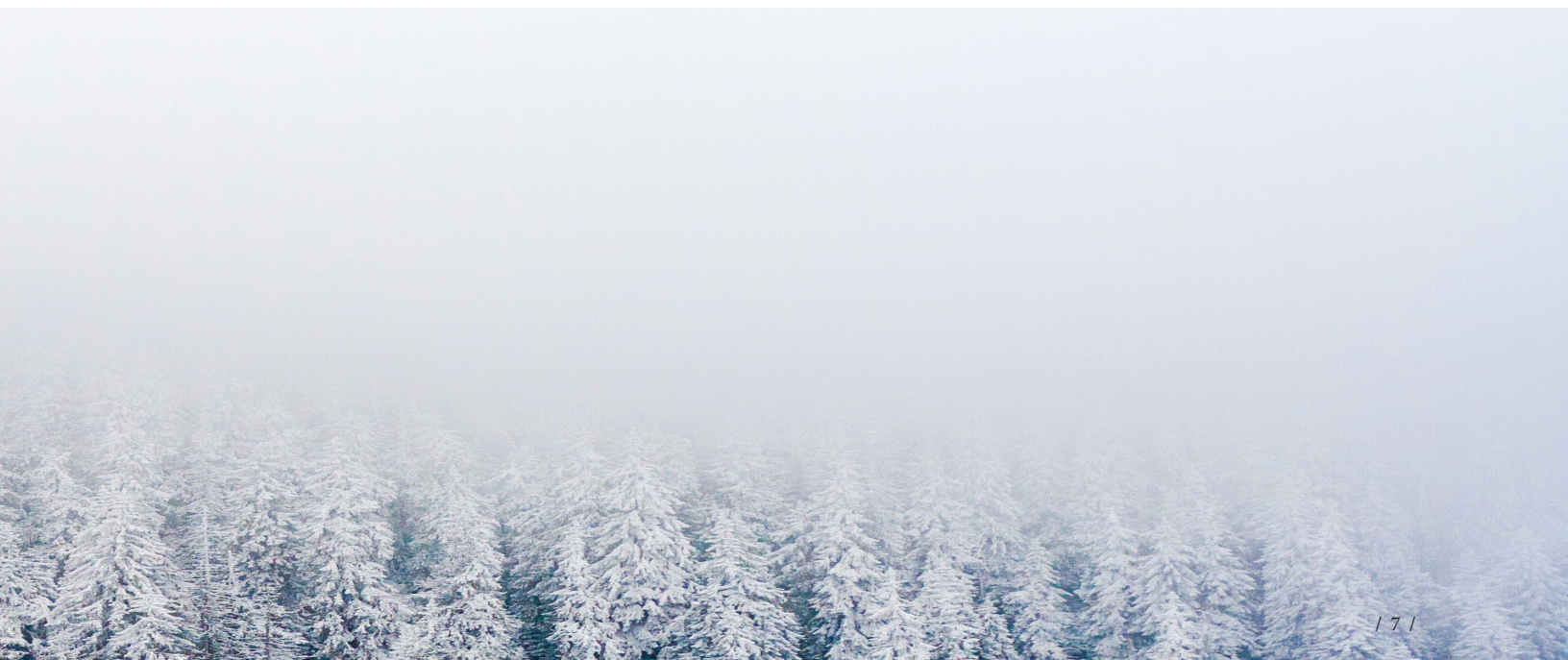
BANKING RELATIONS

Bull Bitcoin deals with credible, traditional financial institutions to send and receive bank transfers. Your funds will always remain in Canada, which facilitates compliance. We have an excellent reputation among Canadian banks, meaning that your bank will not give you trouble for sending or receiving transfers with Bull Bitcoin.

TECHNOLOGY AND SECURITY

Our technical Bitcoin infrastructure is globally recognized as the cutting edge standard. All of our software is built in-house. We do not use any third-party software that could compromise the security and integrity of our operations. Unlike other exchanges which keep their funds with third-party custodians, Bull Bitcoin operates its own wallet infrastructure which means our wallet operations cannot be shut down.

“Bitcoin is not only our core business: it’s our Mission”



BUYING LARGE AMOUNTS OF BITCOIN

Buy Bitcoin with automated quotes, instant rate lock-in with no slippage

When buying Bitcoin, you do not need to contact Bull Bitcoin staff to request an exchange rate quote. The Bitcoin price is displayed in real time on the Bull Bitcoin website, and will be the same price that you pay in the app. There is no “price slippage” meaning that the price you pay will be the same regardless of whether you buy \$10,000 or \$10,000,000 worth of Bitcoin. What you see, is what you get.

Instant settlement

When you make a Bitcoin purchase, the Bitcoin transaction happens right away. As soon as you click the “buy Bitcoin” button, we will send the Bitcoin straight to your Bitcoin wallet.

Dollar-cost averaging option

Say you have a budget of \$1,000,000 to invest in Bitcoin. You can “smash buy” the entire amount right away, and your job is done. But you may also want to make sure that you are not buying at a moment when the price of Bitcoin has suddenly gone up, because perhaps the price of Bitcoin may be lower in a few days.

You can instead choose the dollar-cost averaging option. Bull Bitcoin will automatically place buy orders on your behalf using a fix time schedule that you determine yourself.


Fees and rates

Bull Bitcoin takes no direct commission or fees from the trade. Like traditional currency exchanges, we make money by charging our customers a higher price than the price at which we buy Bitcoin at. Our profit margin (“spread”) is around 2%. If you are looking to make large recurring purchases of Bitcoin, we can negotiate discounts. There are no account funding or withdrawal fees.

Receiving and securing the Bitcoin

Using Bull Bitcoin requires you to have your own Bitcoin wallet before you make a Bitcoin purchase. If you do not have one, your dedicated account manager will schedule a video call to explain how to install one. We can also sell you a ColdCard hardware wallet and teach you how to use it. In addition, we can put you in touch with institutional Bitcoin custodians.

////////////////////

A close-up photograph of two bison in a snowy field. The bison are facing each other, with their heads and horns visible. The background is a bright, snowy landscape. The text is overlaid on the lower left portion of the image.

*"We specialize in delivering Bitcoin
securely to your own wallet"*

A bison is captured in mid-stride, running through a thick layer of snow. The animal's dark brown fur and curved horns are prominent. A large plume of white snow is kicked up behind it, partially obscuring its rear. The background features a steep, snow-covered mountain slope with a dense forest of dark evergreen trees. The sky is overcast and grey.

SELLING LARGE AMOUNTS OF BITCOIN

*“You’ll wonder how you ever managed without
Bull Bitcoin”*

Sell Bitcoin without a quote, instant rate lock-in with no slippage

On other Bitcoin exchanges, to sell Bitcoin you first have to deposit Bitcoin in your account, wait for a few confirmations, and once the transaction has confirmed, you place a sell order. This can take multiple days.

On Bull Bitcoin, the exchange rate is locked as soon as you send us a Bitcoin transaction (no blockchain confirmation required). You don't have to do anything else. Before you send the Bitcoin, you specify to which bank account you want us to send the funds and as soon as the Bitcoin transaction confirms, the bank transfer is sent.

Fees and rates

We make money by charging our customers a lower price than the price at which we sell Bitcoin. Our profit margin (our "spread") when you sell Bitcoin is around 1.5%. We charge additional bank transfer fees based on the transaction volume. If you are a Bitcoin miner or a business accepting Bitcoin payments, we will waive those fees upon request. If you intend to make frequent large transactions, we will reduce your withdrawal fees.

Third-party bank account payouts

On most Bitcoin exchanges, you can only withdraw dollars to a bank account in your name.

Bull Bitcoin allows you to send bank transfers to any bank account in Canada, regardless of who it belongs to. That way, you can use Bull Bitcoin to make payments to third parties without first having to receive funds in your bank account. The recipient of the bank transfer doesn't have to do anything; all we need is their banking details and their name. You can manage multiple recipients.

Domestic wire transfers with trusted banks

You, or your third party recipients, will be receiving wire transfers or electronic funds transfers into your bank accounts from a trusted Canadian bank. You can request funds to be transferred in Canadian dollars or US dollars. Bull Bitcoin has an excellent reputation among Canadian banks, so that domestic wire transfers received from us don't cause any problems.



HOW TO USE BULL BITCOIN PRIME

Our Prime onboarding process is fast and convenient. If you are considering using our services, simply contact us at <https://www.bullbitcoin.com/prime> to schedule a call with our dedicated team. You will be assigned an account manager who will be your point of contact.

If you are new to Bitcoin and you need assistance to get a Bitcoin wallet, the first thing we will do is a video call with you to show you how it works and answer your questions.

We will take care to guide you through the process of creating and verifying your account. The information we need is minimal: address, date of birth, occupation and identity documents. Your account will be approved within 24 hours and you can start using the platform. A dedicated expert will then accompany you to initiate your first transaction and will remain at your disposal via a direct line, at all times.

When your account is verified and you feel comfortable using the platform by yourself, there is no need for you to schedule calls with our team. But, as always, we'll be happy to get on a call if you have specialized needs, questions or concerns.





Securing Your Bitcoin

WHY SELF-CUSTODY MATTERS

Unless you take self-custody of Bitcoin, you don't actually own Bitcoin: you just have an IOU. The benefits of Bitcoin are that it is a bearer asset, permissionless, censorship resistant, immutable and store of wealth cannot be arbitrarily frozen or seized. These properties do not apply to Bitcoin IOUs, held by an exchange.

As a business, we could have chosen to take custody of our Bitcoin on your behalf. But we are not interested in selling IOUs, we are interested in getting Bitcoin into your hands.

Take control of your money, the right way. If you are not willing to be responsible for your own money, Bull Bitcoin is not the right exchange for you. But if you have the motivation and the desire to become a sovereign individual, we will be at your side at every step of the way, and accompany you on your journey to self sovereignty.

PHONE BITCOIN SUPPORT BY BULL BITCOIN PRIME

As a Bull Bitcoin Prime user, you get unlimited over-the-phone consultations with our experts to help you secure your Bitcoin from loss or theft. In practice, your account manager will call you and walk you through all the steps necessary.

THE BASICS OF SELF-CUSTODY

Think of Bitcoin self-custody like owning physical gold, versus holding "paper" gold held at a bank or an online investment account. Taking custody of your Bitcoin means, in practice, that you are the only person who is able to spend them and nobody can prevent you from transferring them.

As a sovereign Bitcoin investor, you have two responsibilities:

- Don't lose your Bitcoin
- Don't let your Bitcoin get stolen

It may sound daunting, but in reality it's very easy. All you need is to download a secure Bitcoin application on your phone or laptop, or purchase a secure Bitcoin device. Make a backup of your Bitcoin wallet in case you lose or break the device. Add a password to the Bitcoin wallet in case your device or backup gets stolen. That's it!

If you are uncomfortable with self-custody, we can also assist you in hiring a professional Bitcoin Custody company that will hold the Bitcoin on your behalf. We do not recommend it, but if you must, we'll help you decide who you should trust.



BULL BITCOIN

EMAIL

prime@bullbitcoin.com

TEXT/SMS

+1 (438) 817 4566

JOIN

<https://www.bullbitcoin.com/prime>

