

eToro adds ApeCoin to crypto line up

March 17, 2022: eToro, the social investment network, announced today that it has added ApeCoin (APE), a cryptoasset with community as its primary driving force, to its investment platform on its first day of trading⁽¹⁾. APE is a token for culture, gaming, and commerce that the community owns and can build on.

ApeCoin DAO is a decentralized autonomous organization (DAO), where each holder of ApeCoin can vote on how the organization will be governed. A special council, made up of some of the most forward-thinking leaders and veterans in web3, gaming, and technology will administer the decisions of the community.

Yuga Labs, the creators of Bored Ape Yacht Club (BAYC), will adopt ApeCoin as the primary token for all new products and services.

Bored Ape Yacht Club is a collection of 10,000 NFT Apes, each with their own unique traits. By purchasing an Ape NFT, owners receive commercialization rights for the NFT, and get exclusive access to other perks as a member of the community.

“The community behind the Bored Ape Yacht Club has exploded over the last year. ApeCoin is the first token generated off the back of a social movement powered by community support. As a social investment network with a community of over 27 million users, it is a natural step for eToro to make this token available to its investors,” said **Guy Hirsch, Managing Director, NFTs at eToro.**

“As a company with one eye constantly on 'what's next', eToro sees great potential in the NFT and metaverse space. ApeCoin represents a milestone moment for the NFT and digital asset ecosystems, and of course as an innovative fintech leader we want our customers to be on the cutting edge. We want to offer our customers access to ecosystems that share these values. eToro has played a huge role in driving mass adoption to financial markets and enables everyday investors to access the technologies of tomorrow. It continues to do so by enabling investors to invest in NFT projects.”

eToro has been offering retail clients access to the crypto markets since 2013. eToro’s users can easily buy, hold and sell the real underlying assets of ApeCoin (APE) on its investment platform, using fiat currency. The total number of cryptoassets offered on eToro is now 58^(2,3).

For now, ApeCoin will not be listed in the US.

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Notes to editors

(1) For now, ApeCoin (APE) will not be available to US users.

- (2) eToro offers 27 coins for US users of the platform.
- (3) eToro offers 56 coins for users in the Netherlands.

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About eToro

eToro is a social investment network that empowers people to grow their knowledge and wealth as part of a global community of successful investors. eToro was founded in 2007 with the vision of opening up the global markets so that everyone can trade and invest in a simple and transparent way. Today, eToro is a global network of more than 27 million registered users who share their investment strategies; and anyone can follow the approaches of those who have been the most successful. Due to its simplicity users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want.

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