

Target Market Statement

Consumer Digital Assets

Product Description

The product is designed for digital asset investors and businesses, including HNWI Individuals, Family Trusts, Crypto Miners & Crypto Mining Pools, Family Offices, Multi-Family Offices, Business Treasuries and Other Businesses seeking to insure their bitcoins held in approved cold storage (offline hardware wallets) via Trident vault(s)

Customer needs met by this product:

Type	What it covers
Business	The product covers the value of bitcoin held via approved cold storage devices, where access to the bitcoins is disconnected from the internet

Distribution channels

This product is designed to be distributed through cover holders.

Who the product is designed for

The target market are professional digital asset investors and businesses which hold (or intend to hold) Bitcoin, including HNWI Individuals, Family Trusts, Crypto Miners & Crypto Mining Pools, Family Offices, Multi-Family Offices, Business Treasuries and Other Businesses who are seeking to insure their bitcoins held in cold storage (offline) hardware wallets against theft, loss, and natural perils.

Characteristics of the target market

The digital asset cold storage insurance is designed for digital asset investors and businesses, including HNWI Individuals, Family Trusts, Crypto Miners & Crypto Mining Pools, Family Offices, Multi-Family Offices, Business Treasuries and Other Businesses seeking to insure their bitcoins held in approved cold storage (offline hardware wallets) via Trident vault(s).

Objectives, needs and interests of the target market

This product covers the value of bitcoin held via approved cold storage devices, where access to the bitcoins is disconnected from the internet. The policy insures against complete loss of ability to send Bitcoin in a specific insured vault due to covered perils such as loss of signing devices from tornados, fires, floods and wildfires; theft of keys including coercion and violent events

This product does not cover confiscation of Signing Devices or Bitcoin held in UTXO Set or prohibition of the use or possession of Bitcoin by a federal, state, or local governmental or quasi-governmental entities, nuclear risks, nuclear, radioactive contamination and chemical weapon, compromise of underlying cryptography, mysterious disappearances, insured key holders not recall the secure location(s) of a signing device, sending Bitcoin to intended or unintended recipient, any transfer of Bitcoin which does not include AnchorWatch's transaction signatures, source of lost funds being the result of criminal behaviour by the insured, cyber attacks, fraudulent activities, tax liabilities, terrorism and global signing device exploit.

Customers for whom the product would not provide intended value

This product is not designed for individual consumers, or professional digital asset investors and businesses which hold (or intend to hold) other cryptocurrencies which is not Bitcoin, customers who have less than \$250,000 of bitcoin ownership, or entities that are primarily engaged in activities that necessitate high frequency trading transactions, or businesses not looking to protect bitcoin ownership. Businesses that have more specific coverage elsewhere.

Optional additional covers

This section details the optional covers which are available with this product.

This product does not offer any optional cover.