



Earnings Call
Q4/FY' 2024

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Mr. Munaf Ali
Board Member, Co-founder &
Group CEO



Mr. Sheharyar Malhi
Board Secretary &
Group CFO



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Business Performance

Q4/FY' 2024

- We are pleased to announce an impressive **236%** y-o-y growth in Bitcoin mining revenue in-line with its focus on this vertical as its strategic bet in FY' 2024.
- The mining revenue in 2024 stands at **\$107M** compared to \$32M in 2023 and \$5.4M in 2022 marking a surge of **1852%** between 2022 and 2024.
- The company earned a net income of **\$167M** down 19% y-o-y due to multiple one-off transactions in Q4'24, adjusting for which net income is **\$193M** down 7.2% y-o-y.
- The revenue for Q4 '24 clocked in at **\$49M** up 38% q-o-q. The growth was mainly led by self mining and trading.
- Self-mining gross margin substantially improved to **24%** in Q4'24 vs a mere 5% in Q3'24 on the back of an average 37% increase in Bitcoin price and a 6% improvement in efficiency mainly coming from sites in US and Canada.
- Self-mining revenue posted a **13%** q-o-q growth on the back of **37%** increase in Bitcoin price after US elections (Avg BTC price \$83K vs \$61K in Q3'24).
- Hosting revenue declined by **38%** to \$4M in Q4'24 from \$6.7M in Q3'24. The decline was in line with the strategy to phase out customers in CIS as site have been exited and we want to continue focus on mining income.
- The company managed contribution of **15.0 EH/s** of processing power where its share in network remained constant at **1.9%**.

Strategic **Achievements**

Q4/FY' 2024

We remain committed to strengthening our leadership in the region, with several key initiatives in progress. Here are some of the notable developments for the year ended:

- Launch of new sites in US, Canada and Oman totaling **160 MW**.
- New digital asset investments including **Lvly, FAH, UNCN, SOL, ETH and Ton**.
- Signed agreements for new sites including Ethiopia (132MW), Texas (20 MW) totaling **152 MW**.
- Collaboration with **Tether Foundation** on launch of dirham backed stablecoin.
- Inclusion in **ADX FADX 15 INDEX, ADX FADX 15 ISLAMIC INDEX & MSCI SMALL CAP INDICES**.

Operational Metrics - Q4'24

OVERALL BUSINESS

HASHING SHARE IN THE NETWORK
1.9%

MINING EFFICIENCY
30.0 MW/EHs

BTC MINING PER DAY¹
5.3

CURRENT POWER CONSUMPTION
~443 MW

POWER COST PER KWHr²
5.60 cent

MINING

HASH RATE
6.3 EHs

HASHING SHARE
0.8%

BTC MINED PER DAY
4.0

POWER CONSUMPTION
~192 MW

MINING EFFICIENCY
30.6 MW/EHs

HOSTING

HASH RATE
0.7 EHs

HASHING SHARE
0.09%

BTC MINED PER DAY
0.5

POWER CONSUMPTION
~20 MW

MINING EFFICIENCY
29.7 MW/EHs

INVESTMENTS

HASH RATE
7.8 EHs

HASHING SHARE
1.0%

BTC SHARE PER DAY
0.77

POWER CONSUMPTION
~231 MW
(INCL. CITADEL & OTHERS)

Key Highlights - Q4'24 (Normalized)

REVENUE & INCOME*

 SELF MINING
USD 30.01 MN

 HOSTING
USD 4.12 MN

 TRADING
USD 5.88 MN

 INVESTMENT INCOME
USD 31.2 MN

MARGINS*

 SELF MINING
24%

 HOSTING
4%

 TRADING
-19%

 GROSS MARGIN
15%

EFFICIENCY

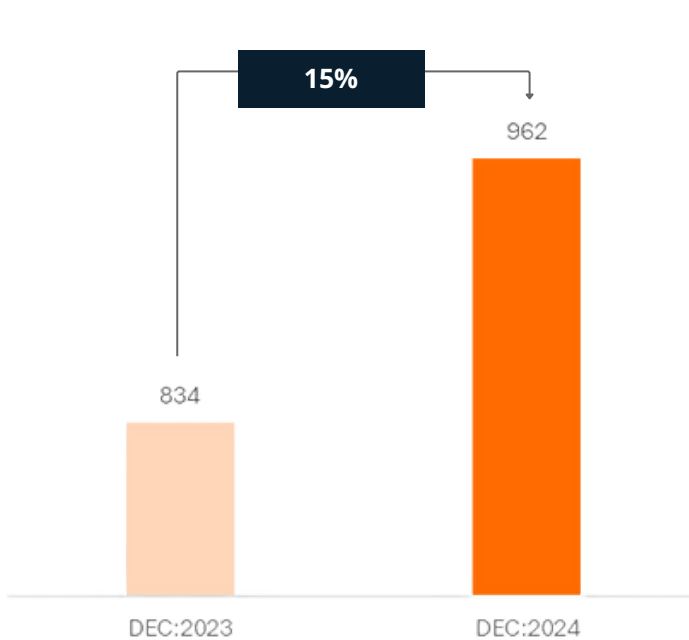
 HASH RATE
15.0 EHs

 GLOBAL HASH RATE CONTRIBUTION
1.9%

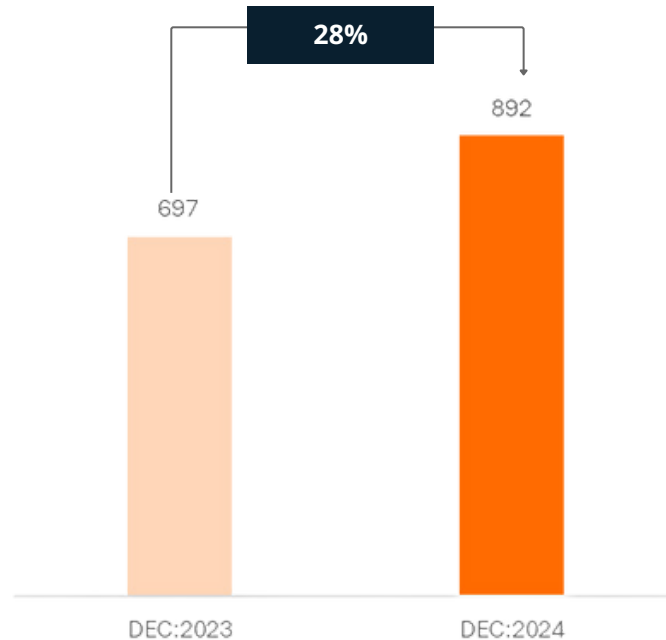
Balance Sheet **Review** - Q4'24

Synopsis

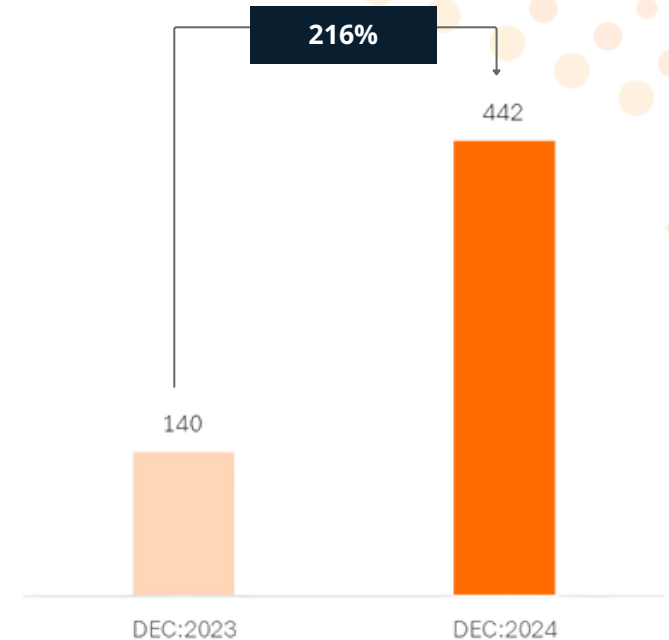
TOTAL ASSETS
(USD MN)



TOTAL EQUITY
(USD MN)

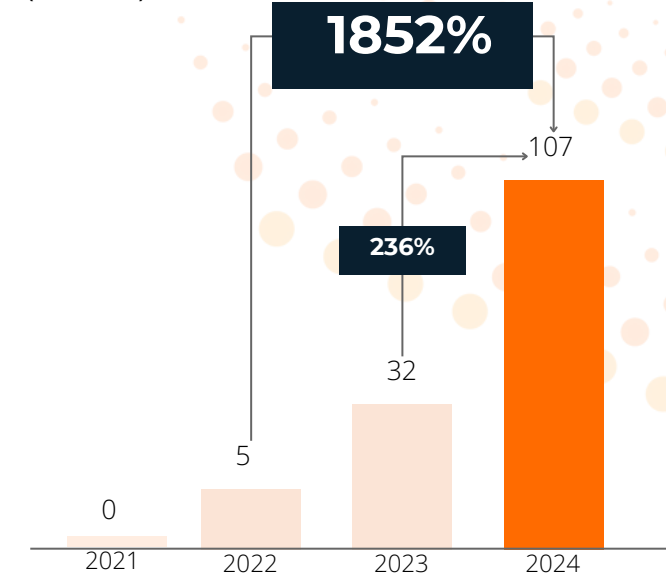


TOTAL DIGITAL ASSETS
(USD MN)

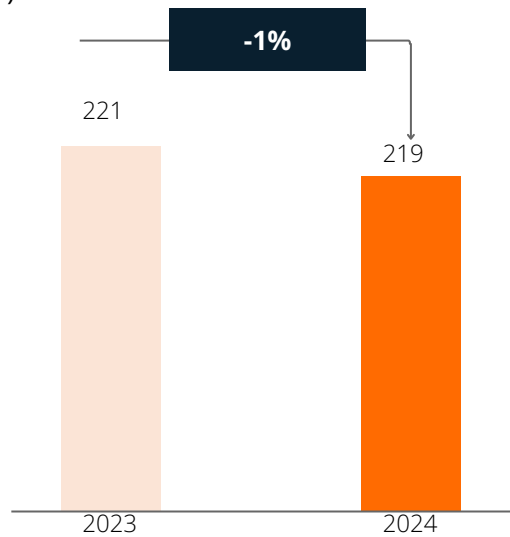


PnL Review - FY'24

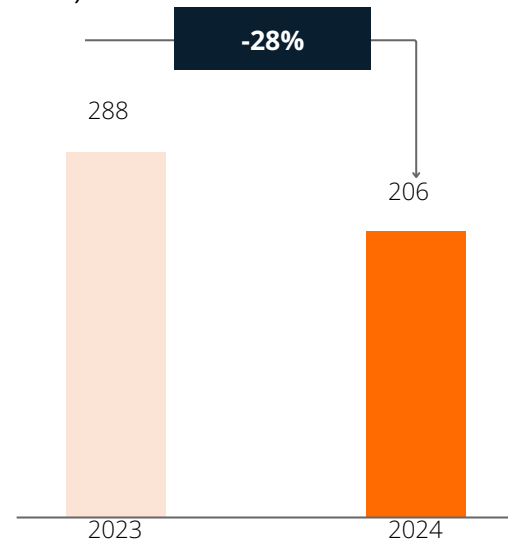
SELF MINING REVENUE
(USD MN)



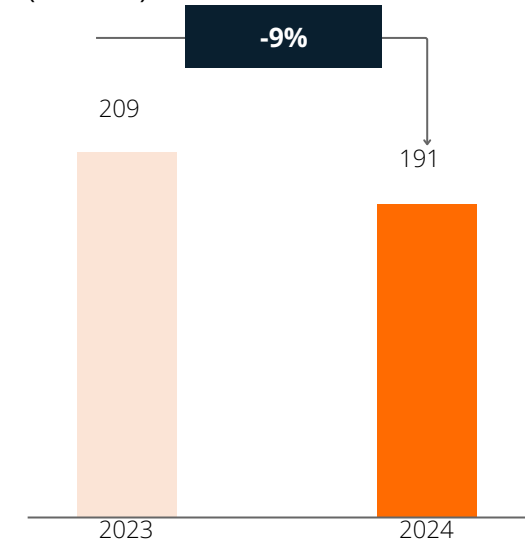
COMPREHENSIVE INCOME
(USD MN)



TOTAL REVENUE
(USD MN)



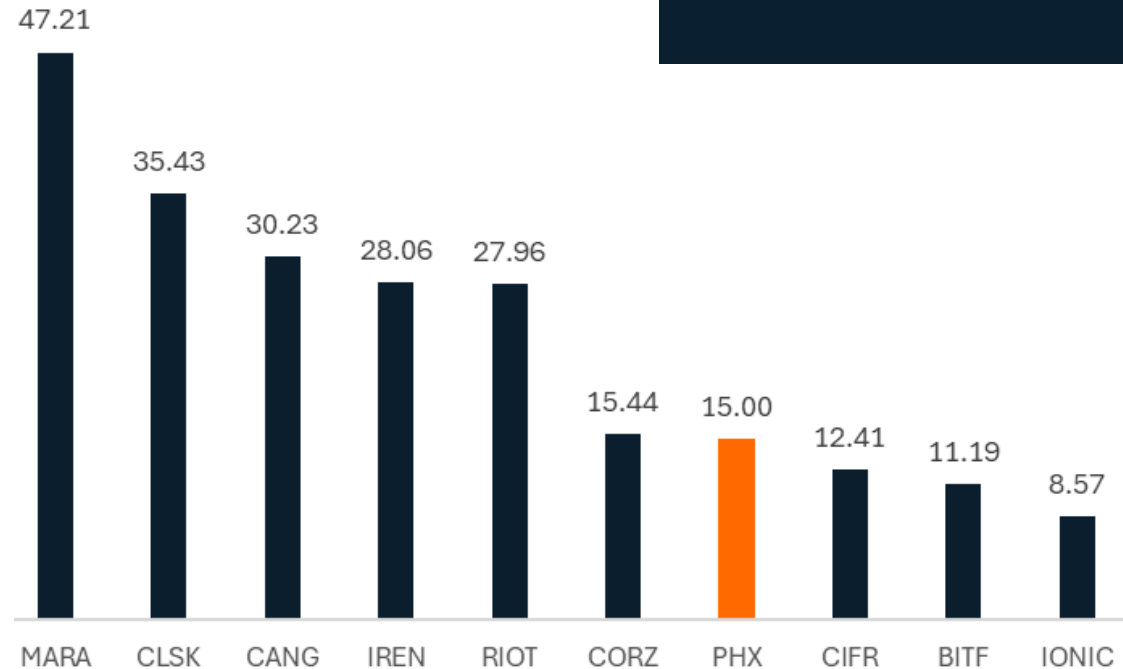
EBITIDA
(USD MN)



Peer Comparison

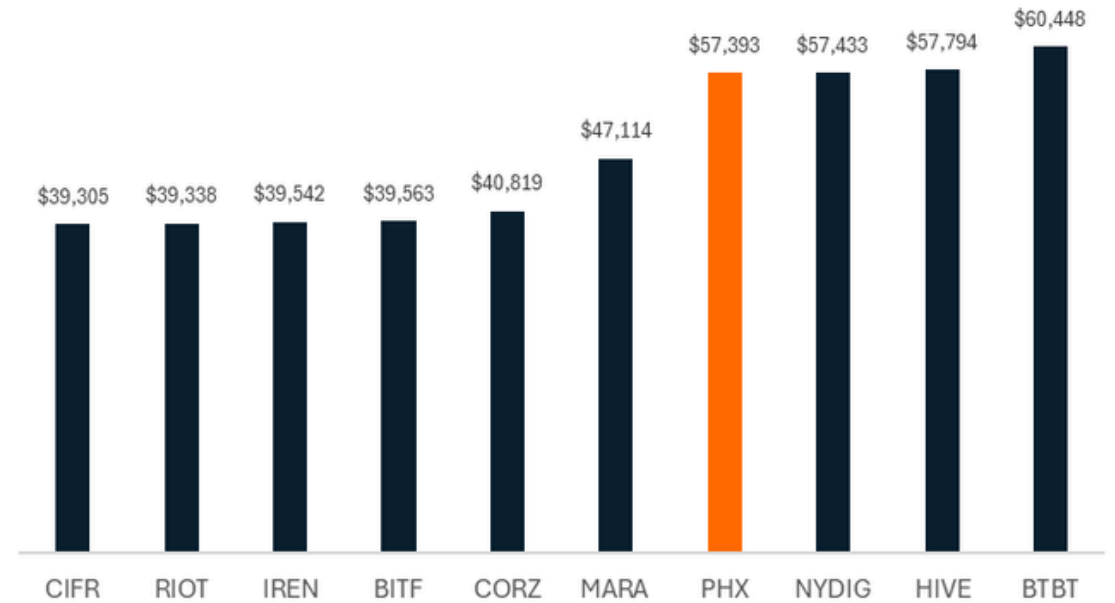
Ranked amongst top 10 bitcoin mining companies based on latest available data.
Q4/FY' 2024

REALIZED HASHRATE OF TOP 10 BITCOIN MINING COMPANIES



KEEPING EVERYTHING ELSE CONSTANT WE EXPECT THE MINING COST TO COME DOWN FURTHER WITH MORE EFFICIENT SITES

IMPLIED COST OF MINING 1 BTC
(USD / BTC - Figures as of Q3,2024 - Post-halving from proprietary hash rate)



Market Overview

UAE has emerged as one of the leading crypto economies worldwide

Key Drivers

Regulatory framework	Integration with mainstream banking	Tax haven status	Innovation	Strategic Partnerships
<p>In mid-2024, UAE regulatory authority SCA issued comprehensive policies for licensing, trading, and managing digital assets, providing much-needed clarity for Virtual Asset Service Providers (VASPs) and individual investors.</p>	<p>The UAE has excelled in integrating its banking sector with the crypto industry, addressing a challenge that many global markets still face. Several leading UAE banks like ADCB, Rakbank, Zand & Mashreq have tailored their offerings to support crypto investors and businesses.</p>	<p>The UAE's tax policies have further enhanced its appeal. Starting November 15, 2024, cryptocurrency transactions were exempted from Value Added Tax (VAT), benefiting both individuals and businesses.</p>	<p>The UAE government continues to champion blockchain innovation through initiatives like the "UAE Blockchain Strategy," which aims to make 50% of government transactions blockchain-based by 2030.</p>	<p>In 2024, Tether announced plans to introduce a stablecoin pegged to the UAE dirham (AED) in partnership with Phoenix Group (PHX), reflecting global confidence in the UAE's crypto policies and enhancing local liquidity in the crypto market.</p>

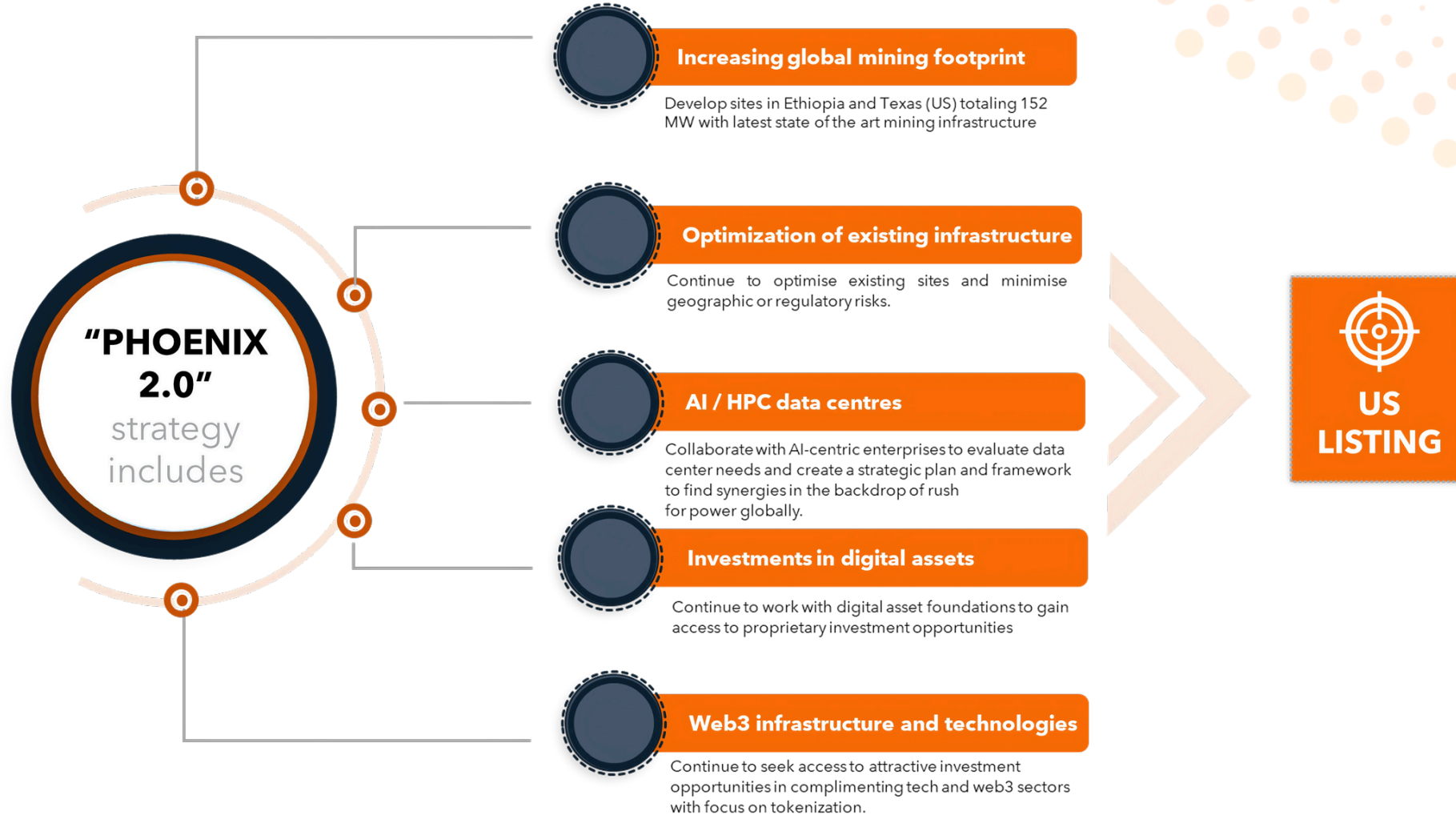
In 2024, the United Arab Emirates (UAE) solidified its position as a global leader in the cryptocurrency industry. Thanks to its forward-thinking regulatory framework, innovative banking services, and investor-friendly tax policies, the UAE has become a preferred destination for crypto investors and businesses worldwide.

UAE ranked 3rd in overall Henley crypto adoption index 2024 report and is poised to lead MENA in crypto adoption in 2025, with user penetration rate is projected to reach 39.13% in 2025.

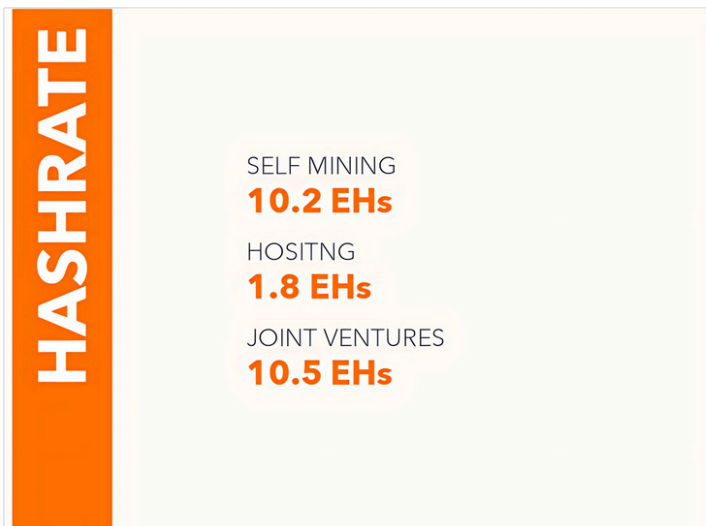
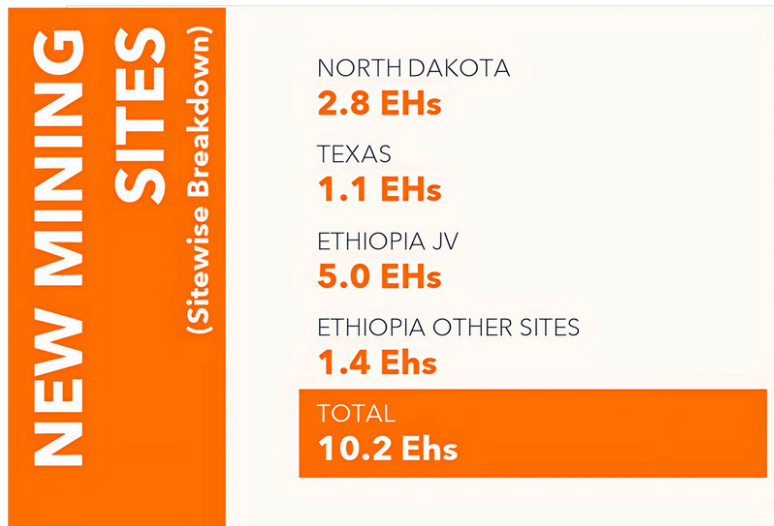


Strategic Direction

2025 & beyond



Guidance* **2025**



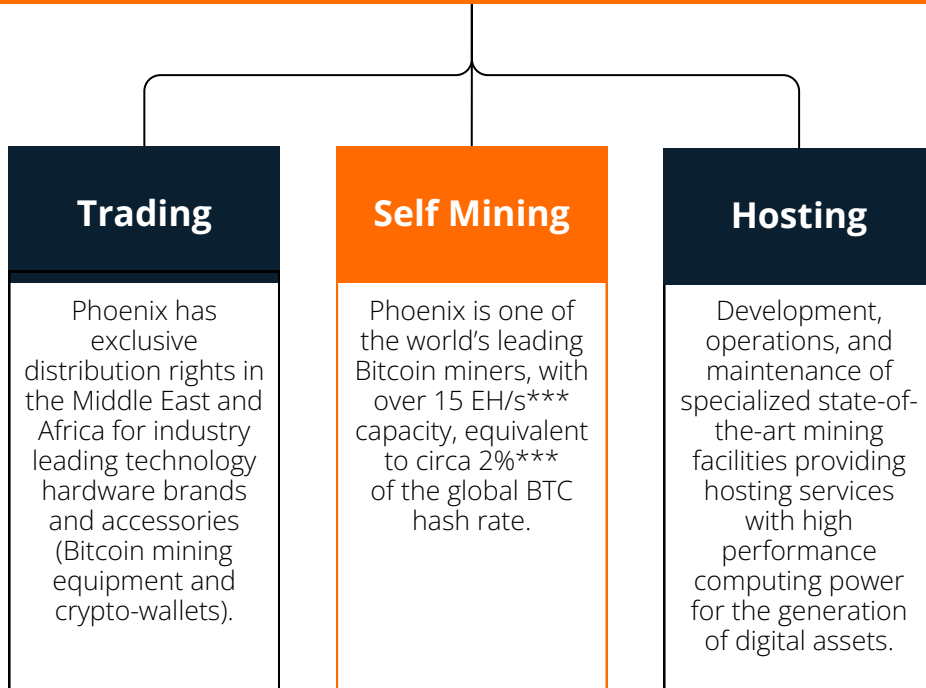
Sources: *Guidance is based on new finalized contracts. **This includes JV share of the revenue which may be presented differently in the financial statements due to accounting limitations. Excluding JV portion, self mining revenue would be USD 163 M.



Phoenix Story
Simplified

What We Do

Mining



Trading

Phoenix has exclusive distribution rights in the Middle East and Africa for industry leading technology hardware brands and accessories (Bitcoin mining equipment and crypto-wallets).

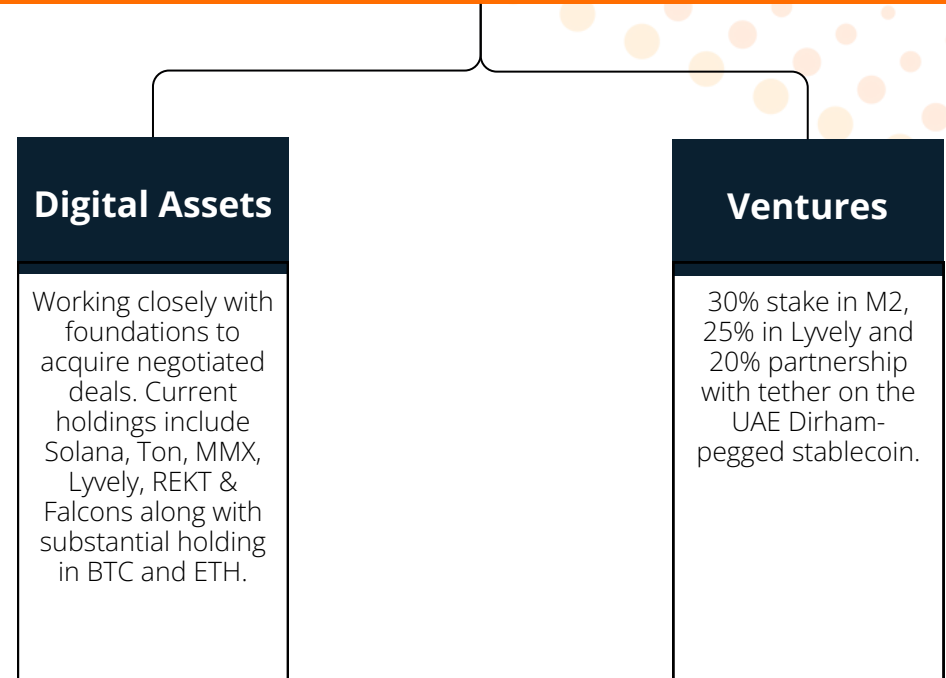
Self Mining

Phoenix is one of the world's leading Bitcoin miners, with over 15 EH/s*** capacity, equivalent to circa 2%*** of the global BTC hash rate.

Hosting

Development, operations, and maintenance of specialized state-of-the-art mining facilities providing hosting services with high performance computing power for the generation of digital assets.

Investments



Digital Assets

Working closely with foundations to acquire negotiated deals. Current holdings include Solana, Ton, MMX, Lyvely, REKT & Falcons along with substantial holding in BTC and ETH.

Ventures

30% stake in M2, 25% in Lyvely and 20% partnership with tether on the UAE Dirham-pegged stablecoin.

Assets Book Value: ~USD 440 Million

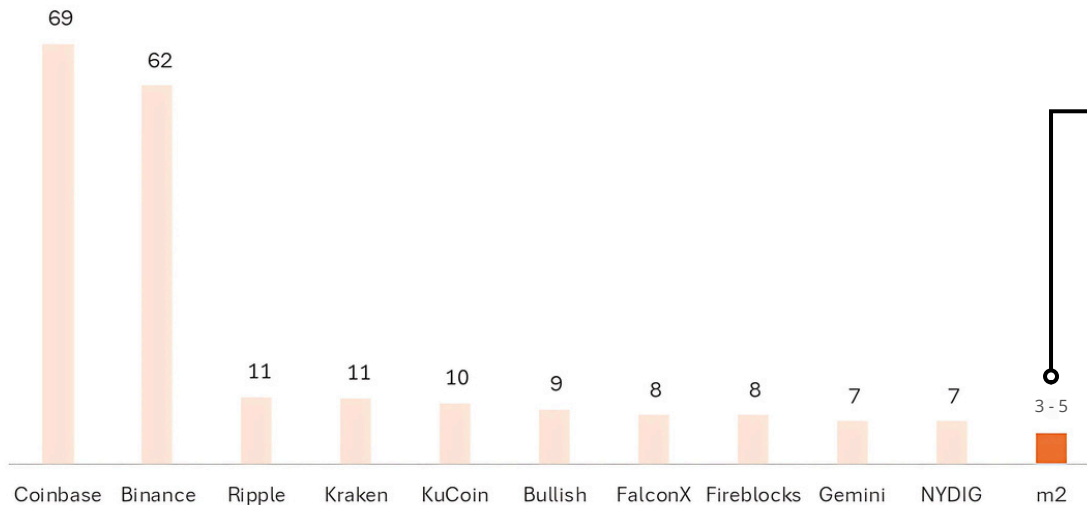
Digital Assets Valuation:
~USD 441 Million**

***M2 (30% Stake) ~USD
900 Million**



Exchange **Valuation**

MARKET VALUATION OF PUBLICLY LISTED & PRIVATE EXCHANGES (USD BN)

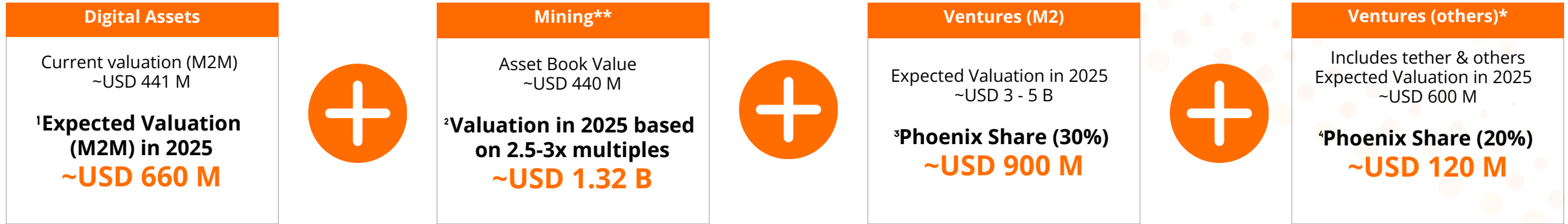


M2 USPs

- Abu Dhabi Backed
- Fully regulated by ADGM
- Targeting institutional & HNWI accounts
- First ever exchange to be offering tailored white gloved services to clients
- State of the art technology
- Versatile range of product offerings

*M2's expected valuation is at USD 5 Billion. For more details, refer to next slides

PHX Valuation



PHX Valuation



USD 3 B (AED 11 B)



Target share price should be AED 1.8

1. Digital Assets valued at 1.5X of the closing portfolio. We are seeing significant upside in digital assts since November 2024, and expect a bullish run in 2025. MicroStrategy stock is 2x of their digital asset portfolio as of 2024.
2. Asset valuation is based on the average multiples (2.5-3x) used by several peers.
3. See previous slides for reference
4. Tether foundation reported USD 13 B in their income for 31 Dec 2024.



Aren't We
Under valued?







Q&A




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