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# DeFi: The Bridge to the Future of Finance

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# What is decentralized finance?

**Definition:** Decentralized finance (DeFi) enables financial services without relying on intermediaries such as brokerages, exchanges, or banks

**Key properties:** Permissionless, distributed, immutable, trustless, 24/7, composable

*Managed by institutions*

*Trust based*

*Permissioned*



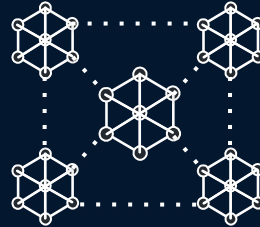
**Centralized Finance**



*Managed by smart protocols*

*Trustless*

*Permissionless*



**Decentralized Finance**



# Why it matters

## For Consumers



Access



Optionality



Control



Cost

## For Business



Ease of entry



Innovation



Transparency

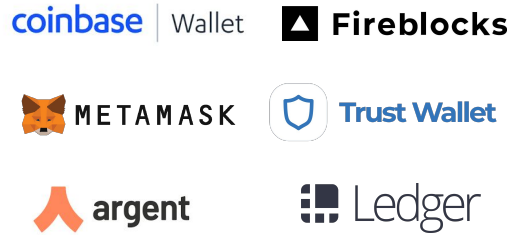


Cost and liquidity



# Today's DeFi ecosystem

## Wallet & Asset Management



## Marketplaces & Liquidity



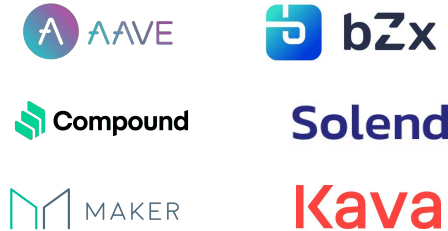
## Stablecoins



## Infrastructure



## Lending



## Compliance & Identity



# Digital assets and DeFi are becoming mainstream

**Crypto Markets ~\$1.2T Value**  
>310 million users globally

**Increasing global regulatory clarity**  
UK, EU, UAE, AU, Singapore + more are building regulatory frameworks, passing comprehensive laws

**DEX adoption sees steady growth**  
Uniswap trading volumes beat Coinbase for a second month in a row in March 2023, registering the best month, in terms of DEX volume, since January 2022

**Adoption within reach**  
97% of survey respondents believe that crypto and blockchain will have a significant role in enabling faster payments in the next three years

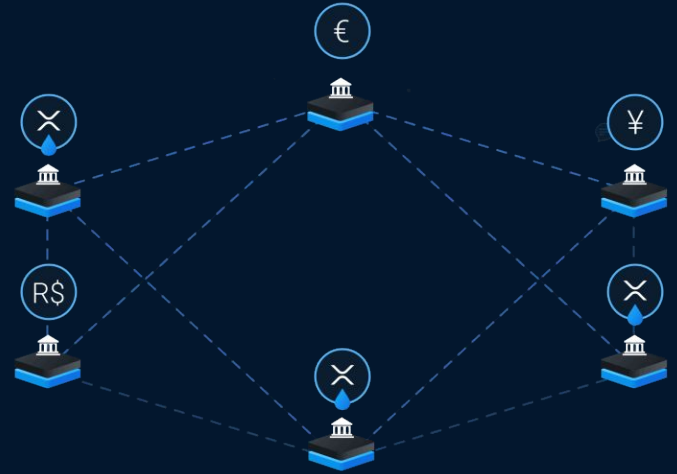


**Only when DeFi and CeFi work together, can they reach their full potential.**



# CeFi and DeFi Synergy

- Traditionally centralized businesses are transitioning to a web3 world (eBay, Amazon, Google, GameStop)
- Web2 companies adopting cryptocurrencies (Venmo, Google, Shopify, PayPal, Fidelity)
- 55% of the biggest 100 banks have invested in web3



# Ripple

800+ employees in 15 global offices  
working to achieve our vision of  
enabling the world to move value like  
information moves today:

**the Internet of Value**

We're on a **mission** to build  
breakthrough crypto solutions for a  
world without economic borders





## Real world use cases (just to name a few)

- Cross-border payments
- Liquidity, asset exchange
- In-app payments
- Lending and credit
- Trading and settlement
- Identity and verification
- Custody
- Ownership tracking (real estate, vehicles)
- Carbon credits
- Others we can't yet imagine...



## Path forward to greater adoption



Further regulatory clarity



Decentralized ID (AML/ KYC)



Security



User experience simplicity



**Thank You**



# Enterprise scale and Decentralized solutions in one company

## Global Enterprise grade Payments Network

*RippleNet*: a payments infrastructure, messaging service, and financial network delivering **payment volume run rate exceeding \$15 billion**

## Decentralized network using the latest blockchain solutions at scale

*XRPLedger*: Widely used by individuals, companies, and financial networks, including RippleNet, where XRP is used as a universal vehicle of value

