

# Trading Platforms White Labels

## Benefits & Challenges

**Andrew Matushkin**

Head of Global Business Development



[b2broker.com](https://b2broker.com)



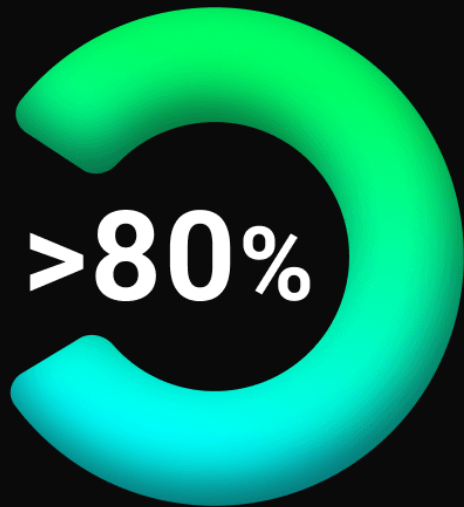
Digital Assets Processing

[b2binpay.com](https://b2binpay.com)

# White Label Business Model

**A White Label product or service**

Readymade software solution developed by third party vendor.

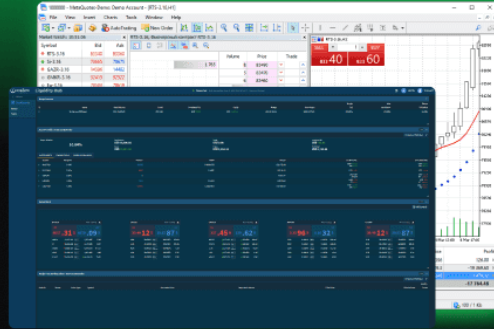


**use WLs of different vendors**

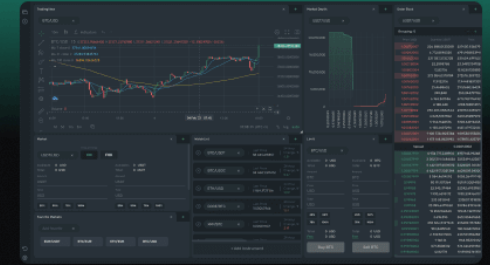
Comparison	White Label	In-House Development	Outsourcing
Starting Cost	Low	High	High
Ongoing Cost (Maintenance)	Low	High	Medium
Evolution Speed	Fast	Medium	Medium
Time to Market	Fast	Slow	Slow
Customization and Additional Development Cost	Low	High	High
Easiness of Operations and Management	High	Medium	Low
Branding Options	High	Limited	Limited

# White Label Models in the Financial Industry

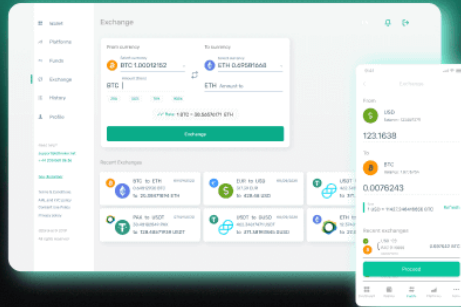
## FX/Digital Assets Broker



## Spot Digital Assets Exchange



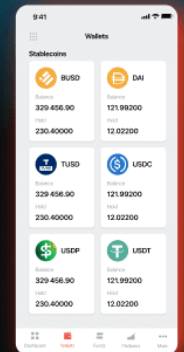
## Spot/FX Converter (Exchanger)



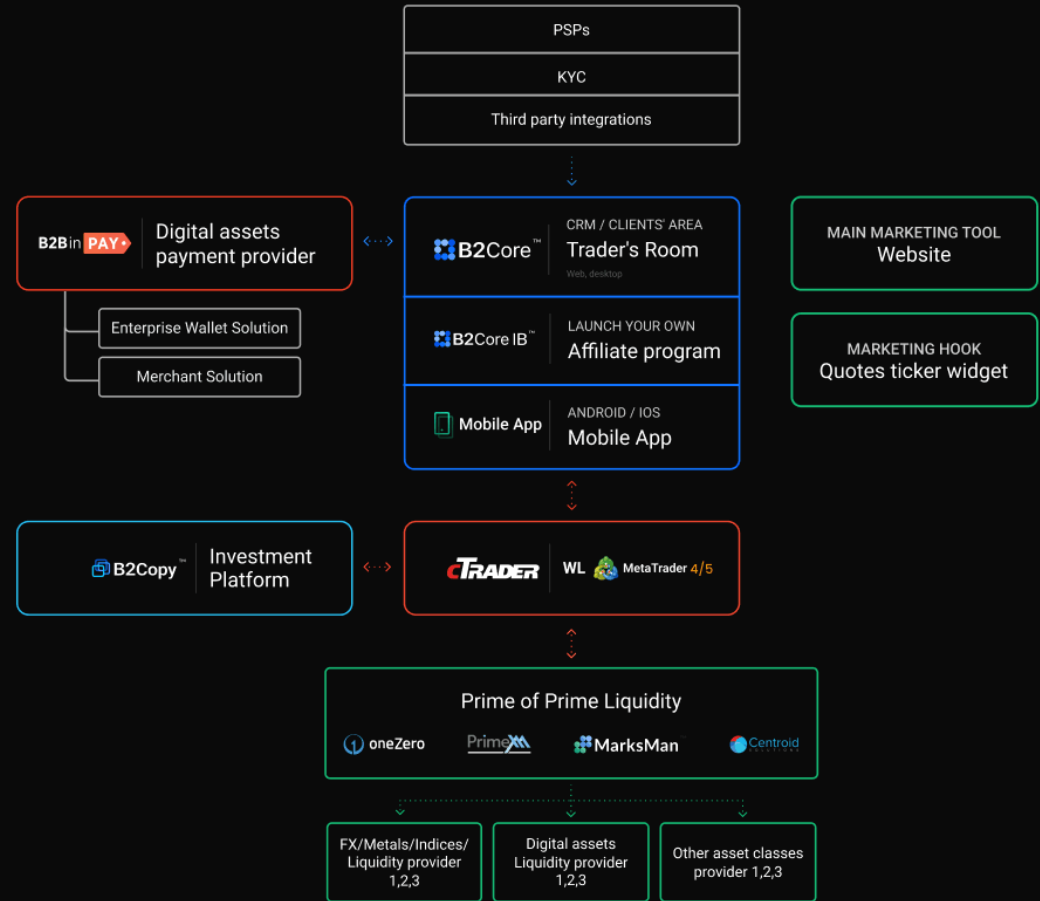
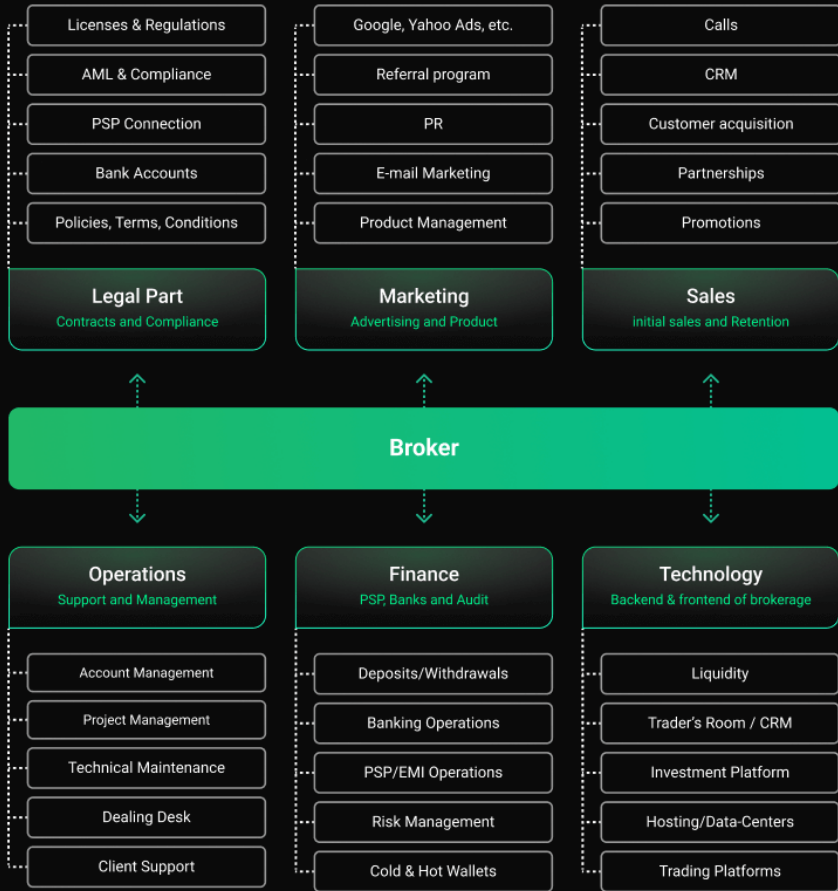
## Wallets Solutions

**B2Core™**

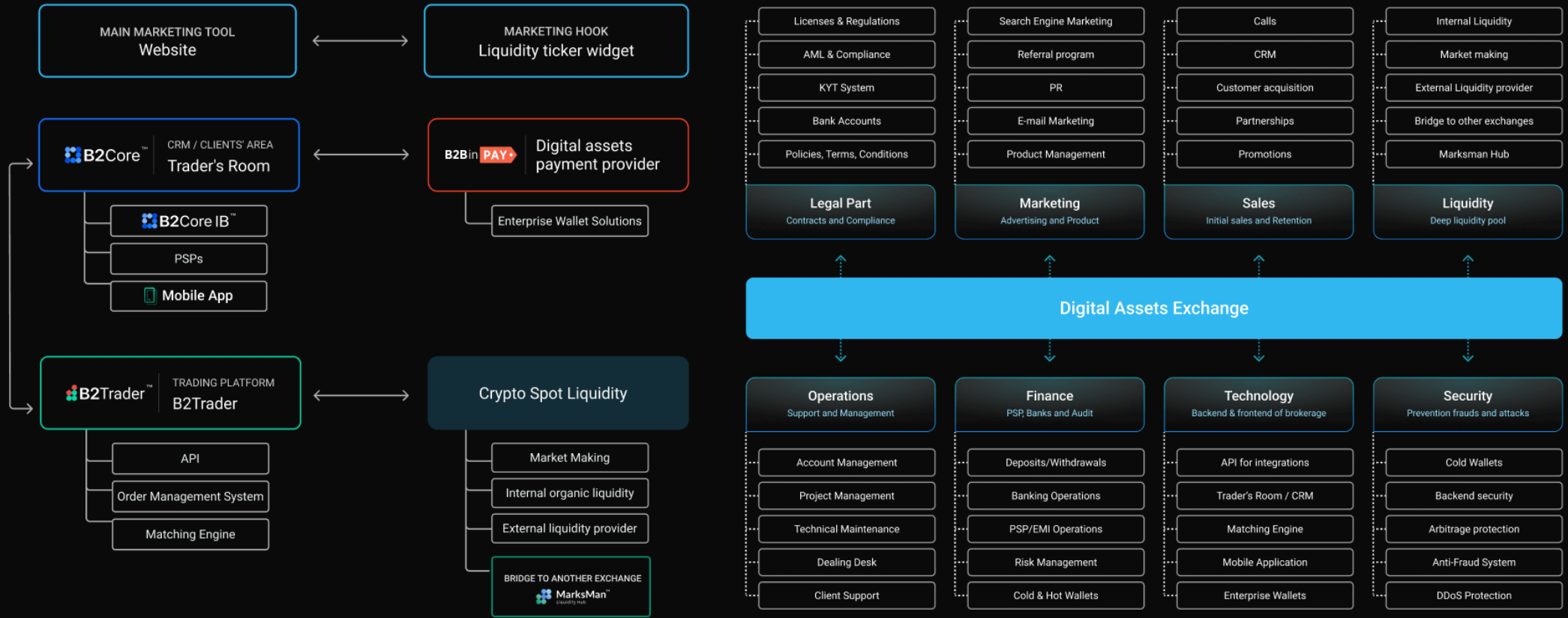
**B2Bin PAY™**



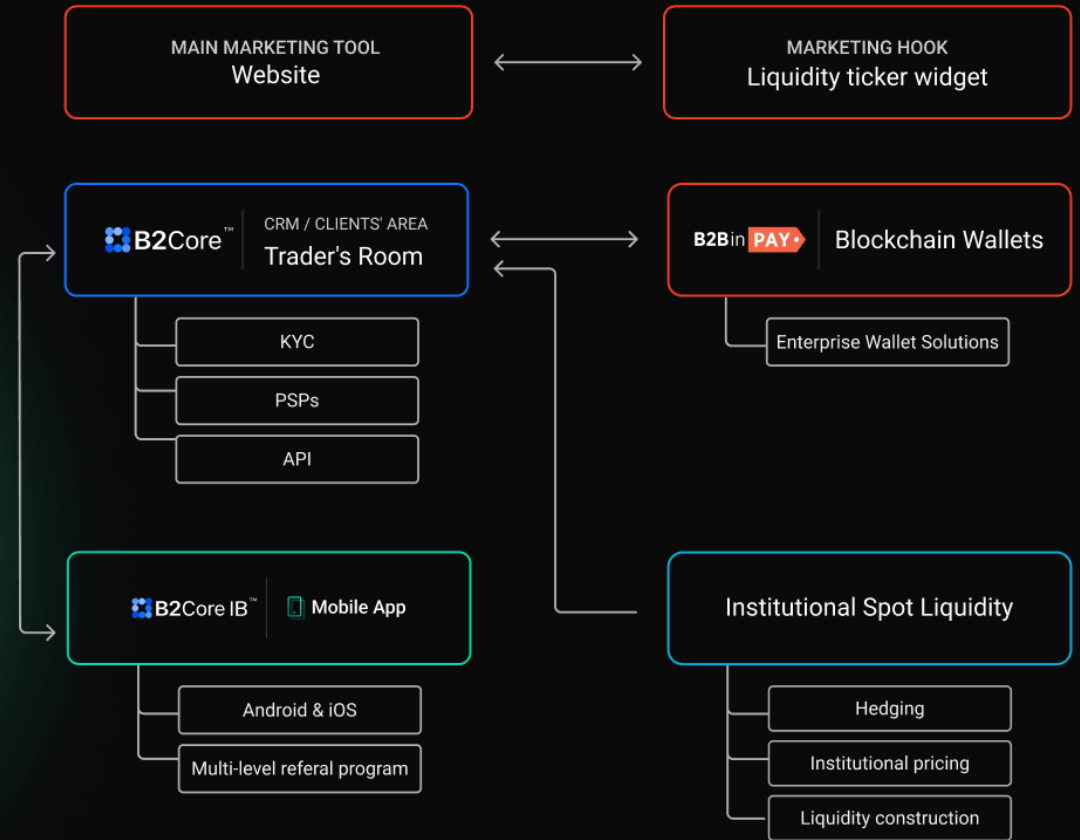
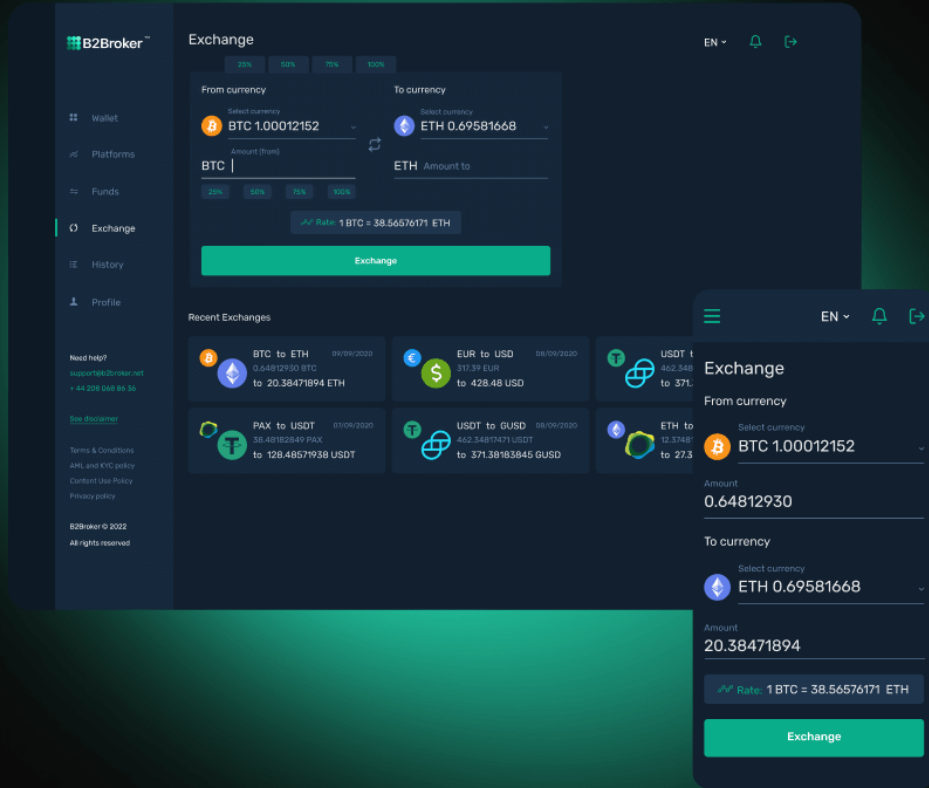
# WL Model №1 FX/Digital Assets Broker



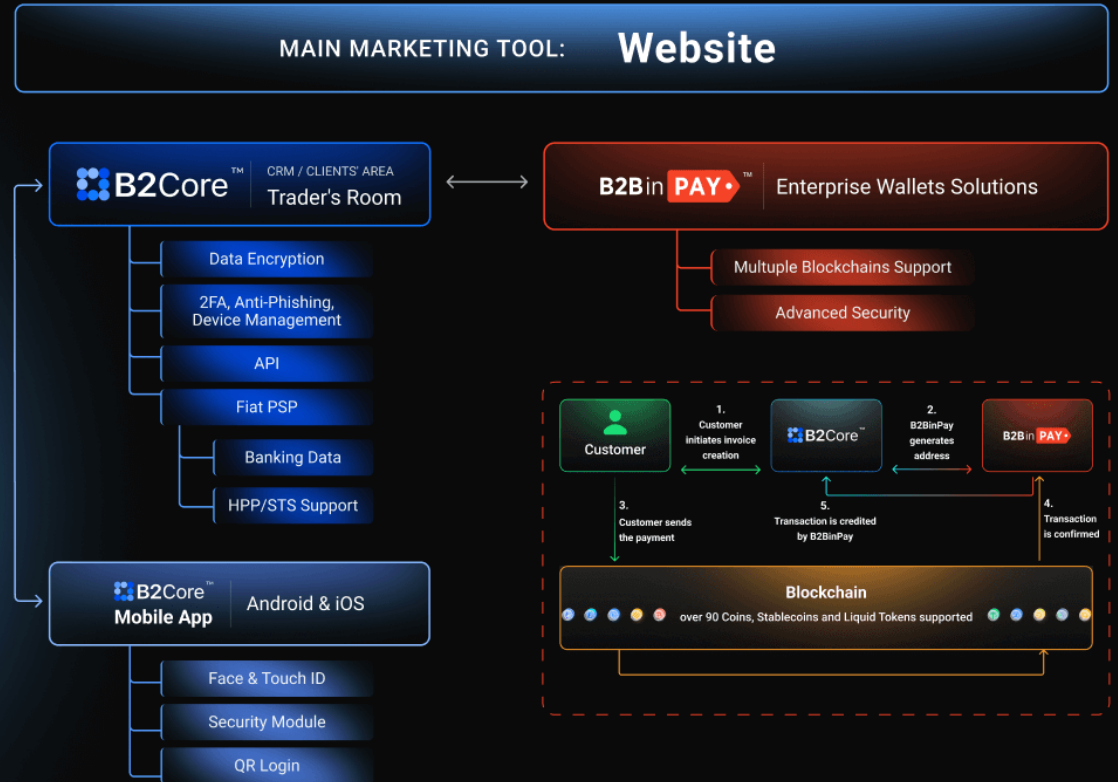
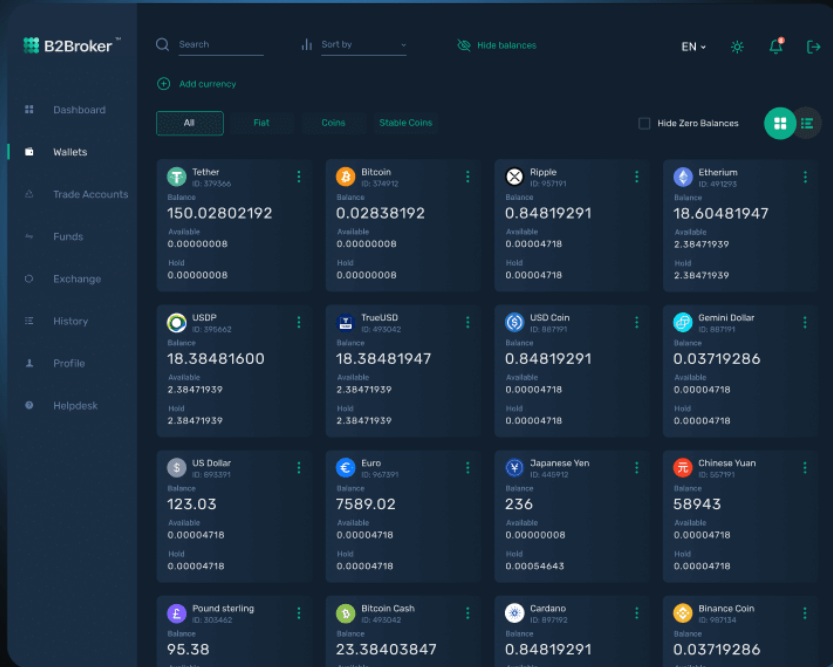
# WL Model № 2 Digital Assets Exchange



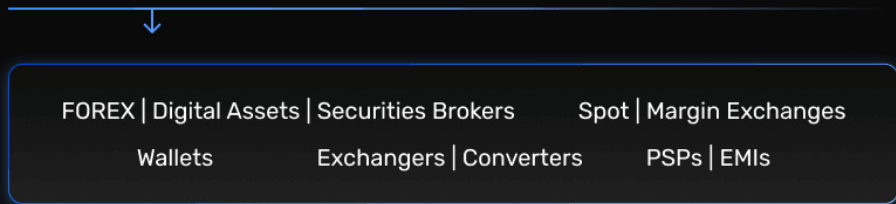
# WL Model №3 Spot/FX Converter (Exchanger)



# WL Model №4 Wallets solutions



# B2Core™ CRM, Client's Cabinet, Back Office



**Main Features**

**Wallets**

**Trading Analytics**

**Funds**

**Trading Platforms**

**IB Module**

**Dashboard**

**Exchange**

**KYC**



# B2Core™ Mobile Application



24/7 Customer Support  
How can we help you today?

Opened Tickets Resolved Tickets

Search

Ticket #582030 24.10.2018 12:48  
Hi guys! I'm trying to find a manual... >  
Hi guys! Could you send it to me the man... Closed

Ticket #238492 24.10.2018 12:48  
Hello Team, I would like to know how to increase my level... >  
Hello Team, I would like to know how... Closed

Ticket #319040 24.10.2018 12:48  
Create New Ticket

Dashboard  
Total Balance  
12,481.39 USD

Join our online workshops!

Your verification 3 Level

Trading Favorites (MT5)

Live   373812	Live   565433
7,32.23	32,112.23
Free Funds: 12,4829221	Free Funds: 4222.4432

Favorites

BTC/USD	Bid: 56,749,495.00	Ask: 21,038299
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Live account 300133683  
PAMM Account

Balance  
BTC 34.90

Free Margin: 10000.00  
Free Funds: 10000.00  
Equity: 1.00  
Credits: 0.00  
Leverage: 300  
Order Type: Hedging

Details History Transfer Settings

Date From: Date To:

1D 1W 1M 3M 1Y

Aug 10 Aug 13 Aug 23 Aug 30

Exchange  
Select Wallet

Search

Coins

BTC	Balance: 1.8499202
BNB	Balance: 1.8499202
BND	Balance: 10 452.2002
DASH	Balance: 163 478 252.20
DOGE	Balance: 100.00
ETH	Balance: 01.00
LTC	Balance: 114352.26
XRP	Balance: 10 452.2002

Wallets

Stablecoins

BUSD	Balance: 329 456.90 Hold: 230.40000	DAI	Balance: 121.99200 Hold: 12.02200
TUSD	Balance: 329 456.90 Hold: 230.40000	USDC	Balance: 121.99200 Hold: 12.02200
USDP	Balance: 329 456.90 Hold: 230.40000	USDT	Balance: 121.99200 Hold: 12.02200

**B2Broker™**  
Liquidity. Technology.



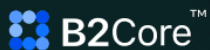
**B2in PAY™**



# How can we **improve** your business?

B2Broker.com

## In-house development SAAS Technology systems



- Trader's Room & CRM
- Client's Portal
- Back Office



- Affiliate system
- Introducing brokers software
- Module of partnerships program



iOS & Android

- For B2Core & B2Core IB
- For B2BinPay
- For B2Trader



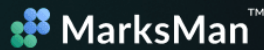
Spot exchange trading platform

- Matching Engine
- Pure order book
- Trading API



Money management platform

- Copy Trading
- PAMM & MAM
- Social Trading



Liquidity hub

- Bridge to spot exchange
- Bridge to perpetual futures

B2Broker.com



## 11 Offices

Dubai Limassol London Mauritius  
Tbilisi Hong-Kong Tallin and others

7 licenses 320+ employees 24/7 support

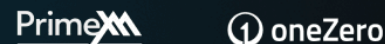
since 2014

B2Broker.com

## White Label Trading platforms. BAAS (Broker as a Service)



Liquidity Hubs



B2Prime.com

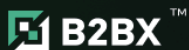
## Prime of Prime Multi-Asset Liquidity



• FOREX • Indices • Metals • Commodities • Crypto CFD

Regulation: CYSEC (Cyprus, EU), FSC (Mauritius)

## Digital Assets Exchange



- Corporate clients
- Institutional clients
- Professional clients
- USD, EUR, GBP settlement

B2BX.exchange

Regulation: FIU (Estonia, EU)

## Digital Assets Processing



Digital Assets Processing

- Merchants
- Enterprise
- Wallets
- Blockchain Infrastructure
- Custody Service

B2BinPay.com

Regulation: FIU (Estonia)

## Digital Banking Services



- Virtual IBANs
- Business accounts
- Payment in open banking environment

Eqwire.com

Regulation: FCA (UK) AEMI License

## Venture Capital Fund



- Startups (IT & Digital assets)
- M&A Market

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# Thank you!

We are here to help you grow your business



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