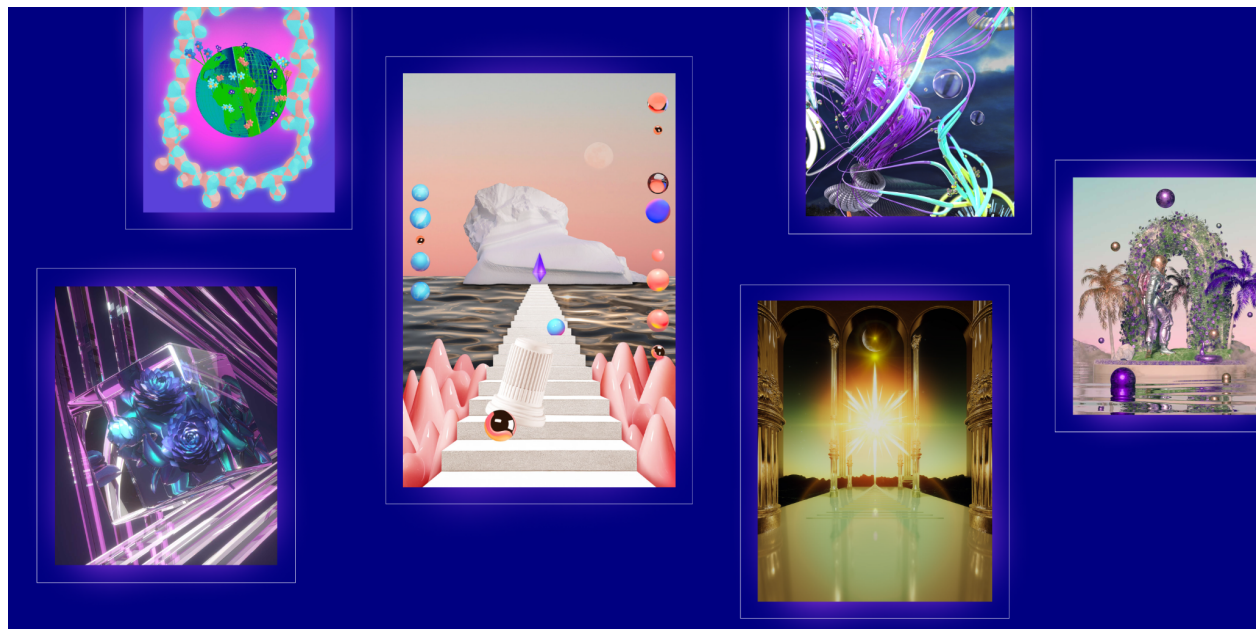


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Kraken Hosts Art Display Across the UK

In alignment with crypto's core principles — empowerment, creativity and disruption — Kraken's latest campaign provides independent artists with a blank canvas to share their visions of the future.

Image:



LONDON – September 20, 2021: Kraken, the largest cryptocurrency exchange by euro trading volumes, has today unveiled a campaign that provides a platform for the next generation of artists to depict a plurality of visions of the future powered by crypto.

From today, more than 25 pieces of artwork, from 16 of the world's best digital creators, will be displayed across 300+ locations in London and Manchester, turning the streets into an art gallery. The UK is one of the most financially active and tech-savvy places in the world, and the campaign will help Kraken raise brand awareness in what has always been one of its most important markets during London Design Week.

Art has always been used to express a particular vision of the future as well as to spur debate and discourse. As part of the campaign, Kraken gave participating artists freedom to express their own personal vision of the future. Most perceive a future not delineated by age, race, or buying power, but by values of independence, opportunity, and equality.

"We want people to look beyond price curves and see how the underlying technology is shaping a new world" said Jeremy Welch, Chief Product Officer at Kraken. "Being purposefully open-ended enabled Kraken to convey its own vision of the future: a world of many expanded

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horizons, where opportunity and agency exist for everyone. We're thrilled to work with so many talented artists to paint their vision for a new generation of wealth."

George Jasper Stone, one of the digital artists who is participating in the Kraken campaign, commented: "It's rare to have an opportunity to make work without having to definitively rationalise it beforehand. The project for Kraken has been incredibly enjoyable! The concept could have been many different ideas, and there was a lot of trust without knowing the outcome."

The artwork is now on display, including on billboards on Old Street roundabout. The intersection between the creative district of Shoreditch and the beating heart of the City of London enables us to expound our vision and underline the importance of the link that binds art and digital finance together. All the artists retain the copyright and will have the opportunity to mint a non-fungible token (NFT) of their artwork in due course.

"The link between cryptocurrencies and art stretches right back to the early days of bitcoin," said Welch. "Kraken's campaign will not only educate people on the potential of cryptocurrency, but it will also convey a compelling vision: one that empowers people to chart their own financial future."

To find out more about the campaign and the artworks featured, please visit www.kraken.com/wealth-creators, or reach out to press@kraken.com. Both Jeremy Welch and George Jasper Stone are available for interview.

Check out George Jasper Stone's work at: [@georgejasperstone](https://twitter.com/georgejasperstone).

About Kraken

Based in San Francisco, Kraken is the world's largest global digital asset exchange based on euro volume and liquidity. Globally, Kraken's client base trades nearly 90 digital assets and 7 different fiat currencies, including GBP, EUR, USD, CAD, JPY, CHF and AUD.

Kraken was founded in 2011 and was the first U.S. crypto firm to receive a state-chartered banking license, as well as one of the first exchanges to offer spot trading with margin, regulated derivatives and index services. Kraken is trusted by well over 7 million traders, institutions and authorities around the world and offers professional, round the clock online support.

2021 is already a record year for Kraken. Year-to-date, Kraken has processed more than \$320 billion in trading volume, more than three times the volume reported in 2020, our best year on record. Kraken is also the largest centralised staking provider in the world, with more than \$10 billion worth of digital assets staked on its secure on-chain staking platform. Total client signups in the first half of 2021 were nearly fivefold the number of signups recorded across the whole of 2020.

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Kraken is backed by investors including Tribe Capital, Hummingbird Ventures, Blockchain Capital and Digital Currency Group, among others. For more information about Kraken, please visit www.kraken.com.