



CRYPTOCITY

About Us

We are the **# 1 financial and strategic communication consulting for blockchain projects in Latin America.**

We come from the **Fintech, Gaming and Journalistic Sector**, so we seek that our clients have sustained and organic growth through our direct relationship with the **media, investors and financial institutions.**

To achieve this we specialize in **crypto-influencers, communication and financial marketing**, being providers of the main media, financial sites and content creators in the region.



Market Study

The use of cryptocurrencies in South America is booming. According to the Global Cryptoassets Adoption Index (2021) Argentina, Venezuela and Colombia are among the 10 countries with the highest adoption of cryptocurrencies in the world.

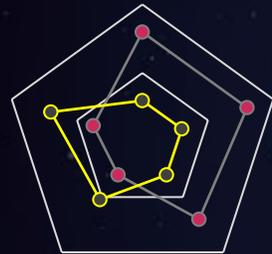
Argentina is positioned as one of the most developed crypto ecosystems in all of Latin America. According to Statista data, the country ranks fourth in the world in terms of cryptocurrency penetration, with more than 400,000 active users.



71% of Argentines are interested in investing in cryptocurrencies

In a region marked by decades of financial instability, El Salvador is the first country in the world to adopt Bitcoin as legal tender. In turn, 7 out of 10 Argentines are interested in investing in cryptocurrencies as an alternative to their national currency, while the adoption of cryptocurrencies in the populations of Colombia, Chile and Peru exceeds double digits.

Our Target



NSE: ABC1/C2/C3

Age: 18-40 years old.

Segment: Financial Sector

Zone: Latin America



81% MEN

19% WOMEN



Our reach is medium and high net worth Latin American users, segmented by socio-economic level ABC1 (5%), C2 (19.6%) and C3 (30.1%), interested in economic and financial topics.

Our scope



We provide a massive and segmented reach to more than 130 million unique users per month.

Our success in market penetration lies in the development of **financial research** for Latin America's leading newspapers, financial portals, content creators and cryptocurrency sites.

Newspapers / Mainstream



infobae

We are contributor for **Infobae**, the most widely read Spanish-language news site in the world (+50 millions unique visitors).

We also contribute for Argentina's leading media: **La Nación** (+20 million), **Clarín** (+18 million), **Ámbito** (+10 million) and **TN** (+9.9 million) and more.



LA NACION

Clarín

ámbito

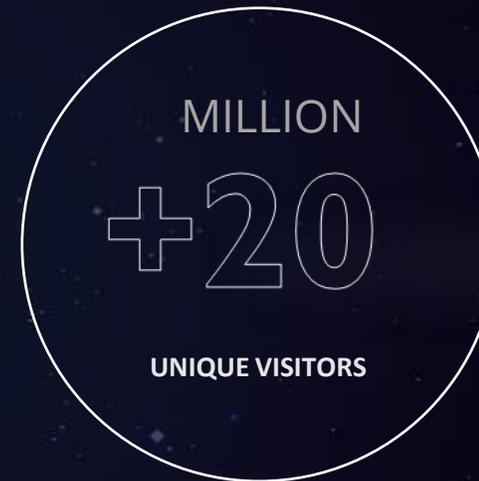
TN

Financial Agencies



We are contributors to the three most important financial agencies in the world: **Bloomberg, Reuters and Investing.com.**

By these means, we give our clients the possibility to position themselves directly in front of **institutional and retail investors.**



Bloomberg



REUTERS

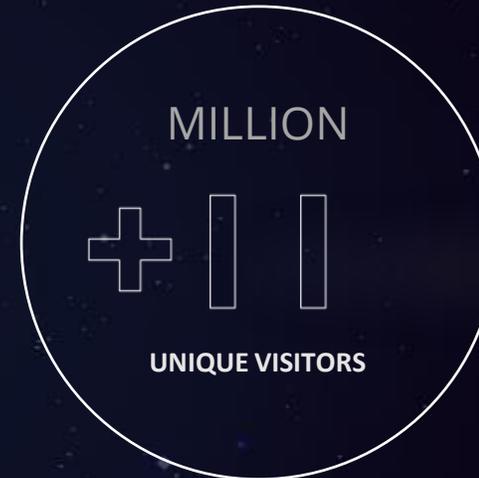
Investing.com

Social Networks and Cryptocurrency Sites



We share your project to **the crypto-influencers with the most followers in Latin America** to achieve organic growth as well as a strong and active community.

We also elaborate press releases for specialized cryptocurrency media so that your project has an ultra-segmented reach.



morocotacoin.news



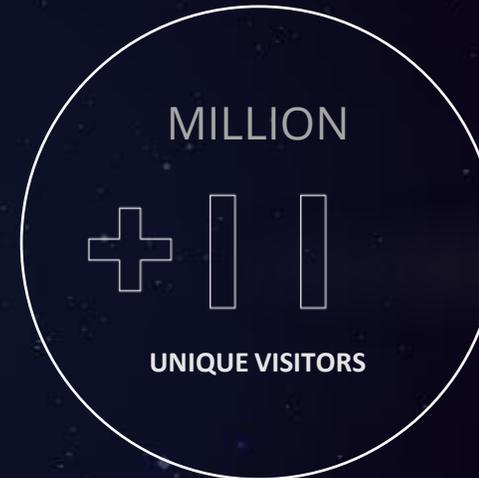
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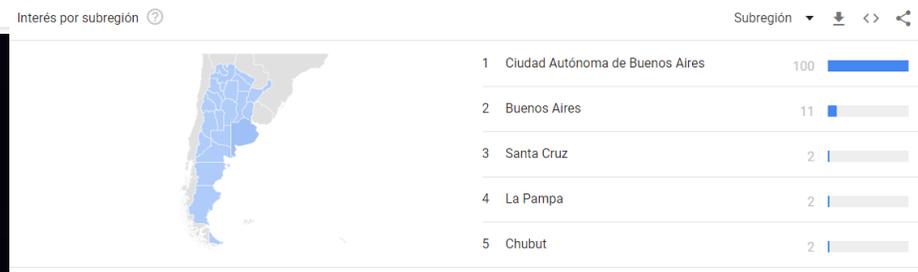
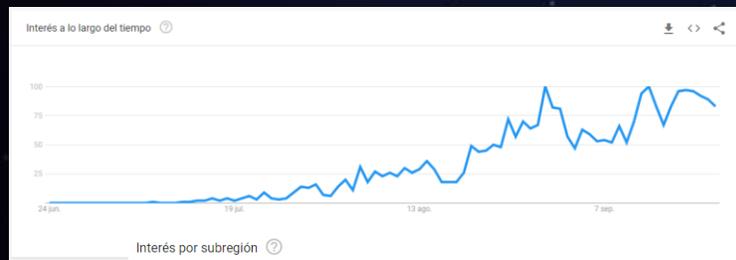


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News Agency and Aggregator



With an investment in technology applied to **Search Engine Optimization (SEO) on Google Cloud**, we designed an algorithm capable of automatically identifying, subtracting and republishing the **most relevant news from the crypto world**. In turn, we have collaboration agreements for the contribution of content, opinions and columns on our site with the most important Spanish cryptographic media and crypto-influencers in the ecosystem.



Our Value Proposition



GOLD PLAN	PLATINIUM PLAN	BLACK PLAN
<ul style="list-style-type: none">- Analysis, news coverage and monthly updates (2) on our website.	<ul style="list-style-type: none">- Analysis, news coverage and monthly updates (2) on the website.- Sponsorship on the website in the preferred segment (news, content creators, financial education or analysis).	<ul style="list-style-type: none">- Analysis, news coverage and monthly news (2) on the website.- Main sponsor of the website (Index).- Monthly cable (1) to mass media.- Financial Consulting and Strategic Communication.- Coordination in Social Media Campaigns and with Crypto-influencers.- Possibility of sponsorship in #NFT and eSport events and/or tournaments at a preferential cost.

Our Team



Sergio Morales

CEO of **InterFinance**
www.sergiomorales.com.ar



César Vidal Scasso

President of the **Argentinean eSports** and **Electromechanical Sports Federation** (FEDEEMA)



Nicolás Zichert

Director of Institutional Relations of **InterFinance**

If you want us to evaluate your project, please write to us at hola@cryptocity.press

Thank You!