



NEWS RELEASE

# Bullish appoints Jay Yarow, former CNBC Digital Executive Editor, as President, CoinDesk Insights

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CAYMAN ISLANDS--(BUSINESS WIRE)-- **Bullish**, an institutionally focused global digital asset platform that provides market infrastructure and information services, is pleased to announce the appointment of **Jay Yarow** as **President, CoinDesk Insights**.

Effective immediately, **Jay** will lead **CoinDesk Insights** – the digital asset media and events provider and operator of **Coindesk.com**. He brings nearly two decades of experience across both editorial and digital media services, distinguished by key leadership roles and a proven track record in digital growth and transformation.

Jay joins Bullish after nine years at CNBC, where he served as SVP, Executive Editor Digital, responsible for the vision, strategy and execution of digital business. In that role, he spearheaded the company's efforts to launch CNBC Pro and CNBC Investing Club, two large direct-to-consumer products and created and launched CNBC Select an affiliate business all while significantly growing audiences and achieving a 1st in comScore rankings.

Prior to CNBC, Jay was the Executive Editor at Business Insider, overseeing editorial content on Business Insider and leading a team of reporters and editors.

"Jay is a key addition to our leadership team as we continue to grow the CoinDesk business across its Media & Events, and Data & Indices verticals," said **Tom Farley**, Bullish CEO. "His expertise in digital growth and transformation along with a pedigree in trusted editorial will allow us to further cement the CoinDesk brand as the leader in digital asset news and events."

"I am excited to join Bullish and lead CoinDesk Insights at such an exciting time for the digital asset industry," said



**Jay Yarow.** "CoinDesk is the trusted name in digital asset information services. Following the Bullish acquisition, CoinDesk has fast become the global leader of crypto news measured by views and I look forward to building on its strong foundations that Sara Stratoberdha, CEO CoinDesk, has created to deliver leading events and media services across the globe."

Mr. Yarow will report to Thomas Farley in this role and he replaces Sara Stratoberdha, CoinDesk CEO, who will be moving to a new executive position after two years leading CoinDesk to its current market leadership position.

## About Bullish

Bullish (NYSE: BLSH) is an institutionally focused global digital asset platform that provides regulated market infrastructure and information services. These include: **Bullish Exchange** – an institutionally focused digital assets spot and derivatives exchange, integrating a high-performance central limit order book matching engine with automated market making to provide deep and predictable liquidity. **CoinDesk Indices** – a collection of tradable proprietary and single-asset benchmarks and indices that track the performance of digital assets for global institutions in the digital assets and traditional finance industries. **CoinDesk Data** - a broad suite of digital assets market data and analytics, providing real-time insights into prices, trends, and market dynamics. **CoinDesk Insights** – a digital asset media and events provider and operator of **Coindesk.com**, a digital media platform that covers news and insights about digital assets, the underlying markets, policy, and blockchain technology. For more information, please visit **bullish.com** and follow **LinkedIn** and **X**.

## Use of Websites to Distribute Material Company Information

We use the Bullish Investor Relations website (**investors.bullish.com**) and our X account (**x.com/bullish**) to publicize information relevant to investors, including information that may be deemed material, in addition to filings we make with the U.S. Securities and Exchange Commission (SEC) and press releases. We encourage investors to regularly review the information posted on our website and X account in addition to our SEC filings and press releases to be informed of the latest developments.

## Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Sentences containing words such as "believe," "intend," "plan," "may," "expect," "should," "could," "anticipate," "estimate," "predict," "project," or their negatives, or other similar expressions of a future or forward-looking nature generally should be considered forward-looking statements and include, without limitation, statements relating to future events or Bullish's future financial or operating performance, business strategy, and potential market opportunity, including the growth of Bullish's Media and Events business. Such forward-looking

statements are based upon estimates and assumptions that, while considered reasonable by Bullish, are inherently uncertain and are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements. Factors that may cause results to differ from those expressed in our forward-looking statements include, but are not limited, to our ability to grow our business and operations, including in new geographic locations, the costs or expenditures associated therewith, competition in our industry, and the evolving rules and regulations applicable to digital assets and our industry. You should not place undue reliance on any such forward-looking statements, which speak only as of the date they are made, and Bullish undertakes no duty to update these forward-looking statements.

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