



NEWS RELEASE

## Bullish exchange and CoinRoutes announce integration to broaden institutional access to digital assets liquidity

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CAYMAN ISLANDS – May 11, 2023 – Today, the regulated digital asset trading platform **Bullish exchange**, announced integration with **CoinRoutes**, one of the industry's original algorithmic trading platforms, to expand CoinRoutes' liquidity provision offering to include access to Bullish's deep and cost-effective liquidity.

Following the integration, CoinRoutes' clients now have direct connectivity and seamless access to the market-leading depth and tight spreads offered on the Bullish exchange through CoinRoutes' institutional-grade digital asset trading platform. Bullish clients can now also leverage the complete range of CoinRoutes' proprietary trading solutions specifically designed around digital assets market structure.

"The integration with Bullish highlights our commitment to providing our institutional clients with the best possible experience using our leading trading execution tools," said Ian Weisberger, co-founder and CTO of CoinRoutes. "Our sophisticated algos, combined with Bullish's proprietary automated market making technology, will help market participants achieve best execution through better liquidity and capital efficiency."

CoinRoutes' **newly patented trading platform** offers a best-in-class distributed smart order routing system and algorithmic trading solutions designed to optimize digital asset trading for institutional clients. The company enables fast and seamless access to algorithms, venues and market data that improve execution performance and operational efficiency.

"This collaboration is an important step in the development of a thriving marketplace for institutions and sophisticated investors who want exposure to digital assets," said Jason Urban, Global Head of Trading at Galaxy,



which is a client of Bullish and CoinRoutes. “This integration should deepen market liquidity and trading efficiency, representing an important step in the development of our digital asset capabilities and for the broader evolution of the asset class.”

Since launching in November 2021, Bullish exchange has quickly become a top tier institutional digital assets exchange known for leveraging its proprietary automated market making (AMM) technology to offer deep liquidity and tight spreads, even in volatile markets. Regulated by the Gibraltar Financial Services Commission (GFSC) and audited by Deloitte, Bullish exchange brings the best innovations of AMM technology off-chain to offer a unique source of unfragmented liquidity – all within the compliant and regulated framework of a centralized exchange.

“We’re thrilled to partner with CoinRoutes and offer access to Bullish’s market-leading order book depth and tight spreads through the CoinRoutes’ smart order router,” said Tom Farley, Bullish CEO. “Through this integration, our clients can achieve improved trading quality and greater execution efficiency – integral to the growth of a strong digital assets marketplace. Furthermore, we believe that our partnership plays a key role in continuing to support and drive forward the institutional adoption of digital assets.”

The integration is live and available to current Bullish and CoinRoutes clients. To learn more, email [sales@bullish.com](mailto:sales@bullish.com) and [sales@coinroutes.com](mailto:sales@coinroutes.com).

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About Bullish

With a focus on developing products and services for the institutional digital assets sector, Bullish has rewired the traditional exchange to benefit asset holders, enable traders and increase market transparency. Supported by the group’s well-capitalized treasury, Bullish’s centralized exchange combines a high-performance central limit order book (CLOB) with proprietary automated market making technology to deliver deep liquidity and tight spreads – all within a compliant and regulated framework.



Launched in November 2021, the exchange is available in 50+ select jurisdictions in Asia Pacific, Europe, Africa and Latin America. Bullish exchange is operated by Bullish (GI) Limited and is regulated by the Gibraltar Financial Services Commission (GFSC) (DLT license: FSC1038FSA). For more information on the Bullish exchange, please visit **bullish.com** and follow **Twitter** and **LinkedIn**.

#### About CoinRoutes

CoinRoutes is a best-in-class institutional grade crypto trade Execution Management System (EMS). With CoinRoutes you can achieve best execution by trading on over 65 major CEXs, DEXs and Liquidity Providers covering more than 3,000 assets (spot, perpetuals, futures) via a single API or our trading app. In a single order you can trade across DeFi and CeFi, using CEXs, DEXs and LPs. Our system allows you to choose counterparties instantly and allows you to diversify your counterparty risk. CoinRoutes' patented distributed architecture allows our clients to keep control over their digital wallets and keys. Our advanced algorithms, that include automated spread trading & multi-product trading in a single order, will achieve the lowest costs while minimizing market impact and filling orders faster to reduce slippage. Additionally, our built-in transaction cost analysis (TCA) will help you evaluate your trading performance across our five benchmarks, including our proprietary Cost Calculator. CoinRoutes was founded in 2017 from the ground up to handle the unique market structure of crypto assets by ex-Two Sigma, ITG and Lava executives. For more information, please visit **coinroutes.com**.