



NEWS RELEASE

Bullish exchange and Gold-i integrate to unlock low latency, low-cost execution for institutional customers

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CAYMAN ISLANDS AND LONDON - July 9, 2024 - **Bullish**, one of the fastest-growing, regulated digital asset exchanges, today announced its integration with market-leading trading technology provider, **Gold-i**.

The integration enables mutual customers of Bullish and Gold-i to seamlessly access Bullish exchange's unique liquidity and best execution in crypto's biggest assets via Gold-i's advanced aggregation, liquidity management and distribution platform, **MatrixNET**.

"Our shared goal of helping customers access tight spreads, deep liquidity, and low latency execution makes Bullish's integration with Gold-i a natural fit," said Tom Farley, Bullish CEO. "We are delighted to join Gold-i's network as a trusted trading partner and to create a streamlined pathway for institutions to access Bullish's capital-efficient product suite."

Gold-i is trusted by brokers, funds, and crypto institutions worldwide to achieve a strategic edge by accessing aggregated pricing, deep liquidity pools, and minimal latency across a diverse set of over 30 venues. By integrating Bullish exchange into its MatrixNET platform, Gold-i further strengthens its network with a top-tier exchange that customers can leverage to trade digital assets with near-zero spreads across spot, margin, and perpetual futures.

Tom Higgins, Gold-i CEO added, "The institutional crypto space is a highly complex arena. Partnering with Bullish, a professional and entrepreneurial top tier institutional exchange aimed solely at this market, presents a great opportunity for Gold-i and our clients."



Since its launch in November 2021, Bullish exchange has surpassed over \$640 billion in total trading volume, and in 2024, executes over \$1.6 billion in average daily volume - consistently ranking in the top five exchanges by spot volume for Bitcoin and Ether¹. Bullish has quickly become a top-tier institutional-focused digital assets exchange, known for leveraging its proprietary automated market making (AMM) technology to offer best execution trading, deep liquidity, and tight spreads in the largest digital asset pairs in crypto.

Regulated by the Gibraltar Financial Services Commission (GFSC) and with its financial statements audited by Deloitte, Bullish exchange brings the best innovations of AMM technology off-chain to offer a unique, reliable source of liquidity – all within the compliant and regulated framework of a centralized exchange.

The integration is live and available to current Bullish and Gold-i customers. To learn more, email sales@bullish.com and sales@gold-i.com.

¹CoinMetrics' State of the Market: <https://coinmetrics.io/insights/state-of-the-market>

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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 operates as a full-reserve exchange, and prioritizes compliance and **safeguarding customer assets** through robust security measures and regulatory oversight. Bullish exchange is operated by Bullish (GI) Limited and is regulated by the Gibraltar Financial Services Commission (DLT license: FSC1038FSA). For more information on the Bullish exchange, please visit bullish.com and follow [LinkedIn](#) and [X](#).



About Gold-i

Gold-i is an award-winning UK-headquartered fintech company which specialises in Multi-Asset Liquidity Management (including crypto), MetaTrader Tools and Risk Reporting. Its flagship product, MatrixNET is an advanced, highly flexible liquidity management and distribution platform which has multiple routing and aggregation methods. This enables brokers and funds to offer the most effective execution model to different client types and gain access to deep FX and crypto liquidity feeds.

Founded 15 years ago, Gold-i's aim is to help brokers make more money, reduce risk and differentiate in a highly competitive market. For further information, please visit www.gold-i.com and follow **LinkedIn**.