



Celsius



Our Values

DO WELL BY DOING GOOD

Giving back is in our DNA, and we always put our community first. We earn using our community's capital so it's only fair we share our revenue with them.

We've revolutionized the financial industry, and we want everyone to reap the rewards. It's how we keep our community's trust—our most valuable asset.

FOR THE MANY

We're for anyone who's ever wondered what the hell banks do all day. We're for anyone who's ever looked at their mattress and wondered if it could do a better job of keeping their money safe.

The financial industry has a history of hurting groups of people and thwarting their dreams of financial independence with exclusionary or exploitive practices. But we're not for a wealthy group of a few elites. We're for democratized wealth for all—regardless of gender, skin color, religion, or nationality.

NEVER SETTLE

If Celsius did things the way everyone else does, we wouldn't be here.

We are committed to incubating growth and embracing change, and we refuse to get stuck in the status quo.

If there is no door, we break down the fucking wall. We will always be committed to innovating, being brave, and pushing boundaries.



We are...

REBELS

We are respectful of people, but not of old and inefficient ways of doing things. We're paving the way for a more fair and transparent future of finance and our mission is nothing short of revolutionary. We'll never stop embracing change and facing challenges head-first.

INVITING

The blockchain does not discriminate, and neither do we. We plan on bringing 100 million people onto the blockchain. To reach this audacious goal, we meet new and experienced community members where they are, and remove any barriers to entry as soon as we identify them.

PIONEERS

We invented this industry, but just because we did it first doesn't mean we rest on our laurels. We stay ahead of the competition by continuing to put our community first.

RADICALLY HONEST

In this new space, trust is everything. We earn and keep our community's trust by pulling back the curtain and practicing unprecedented transparency in everything we do.

CLEAR

We want to make crypto less cryptic to the public, so we speak like normal people. We're direct, understandable, and relatable.



EXPERT

HOW IT SOUNDS

**BOLD
CONFIDENT
ORGANIZED
INFORMED**

WHY IT WORKS

Between the mysteries of finance and the complex technology of cryptocurrency, the burden of educating our users falls to us. Crypto's old reputation as tool for ponzi schemes and criminal activity means we must address the ongoing skepticism of both newcomers and veterans.

The Expert has a track record of success and a bold and nuanced voice. We are ten steps ahead at all times, and our users trust our voice and accept no imitations.

BRINGING IT TO LIFE

We understand all this technobabble and can break it down. We educate the community and provide ongoing opportunities to teach themselves with videos and blog posts. We speak precisely and never generalize when it obscures the truth.

We are never pedantic or boring. We know the time and place to wax poetic about the blockchain, and when to say "We lend your crypto. You get paid. Period."



INVITING

HOW IT SOUNDS

RESPECTFUL
ATTENTIVE
GENEROUS
FRIENDLY

WHY IT WORKS

Exclusivity ruins everything, especially crypto. There's no shortage of gatekeepers in this space, and we distinguish ourselves from the competition by speaking to our power users and newcomers at eye level, and are respectful of their experience and know-how.

BRINGING IT TO LIFE

We keep our broad messaging short, quippy and intriguing enough to make new users want to learn more. Our website and in-app copy is simple to understand so that users can get the most out of our products and every experience with us.

We must show potential users that our community loves new Celsiusians. Our business model means we are stronger together, and our inviting tone reinforces that core principle.



IRREVERENT

HOW IT SOUNDS

**AUTHENTIC
TRANSPARENT
CANDID
WITTY**

WHY IT WORKS

You can smell the finance giants from a mile away, from their stock photography to their vague platitudes. Our voice stands out by being unapologetically open and honest.

Our competitors may imitate us by calling out the financial industry's bullshit, but they'll obscure their own business practices in the process. We succeed by explaining to our users exactly how it works and daring our competitors to follow our lead.

BRINGING IT TO LIFE

We won't pass on any opportunity to poke the increasingly outdated bear that is the financial industry. We interact with our users when cheekiness is called for, and clarify the differences between our product and our competitors. (Surprise, ours is better).

We're frank and direct, but we're always respectful and we always punch up, never down. We see banks as the dinosaurs they are, and competitors as junior varsity copy-cats. We're not afraid to reject traditional mindsets when they don't serve the people.

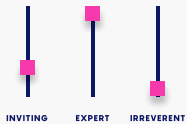


Tone of Voice

We dial these three attributes up or down depending on which channel we're on, who we're talking to, and what we're saying.

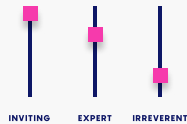
HNW & INSTITUTIONS

We know what we're doing.



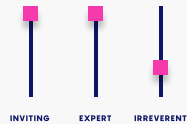
IN-APP

Bring clarity to the user journey.



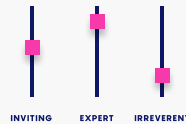
WEBSITE

Encouraging user sign-ups.



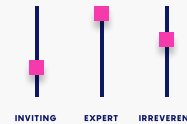
PRODUCT ADVERTISING

Focuses on features and rates. Hard facts.



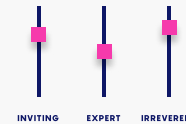
TWITTER

Engage in and generate discussions.



INSTAGRAM

Source of validation and a place for fun.



BRAND ADVERTISING

Getting people's attention and drive enthusiasm.

