

## Announcement

### SMART VALOR AG, Switzerland refreshes its platform and app with two new features: news feed and categories



27 July 2023

The two design updates are a nod in the direction of an upcoming full rebrand for SMART VALOR.

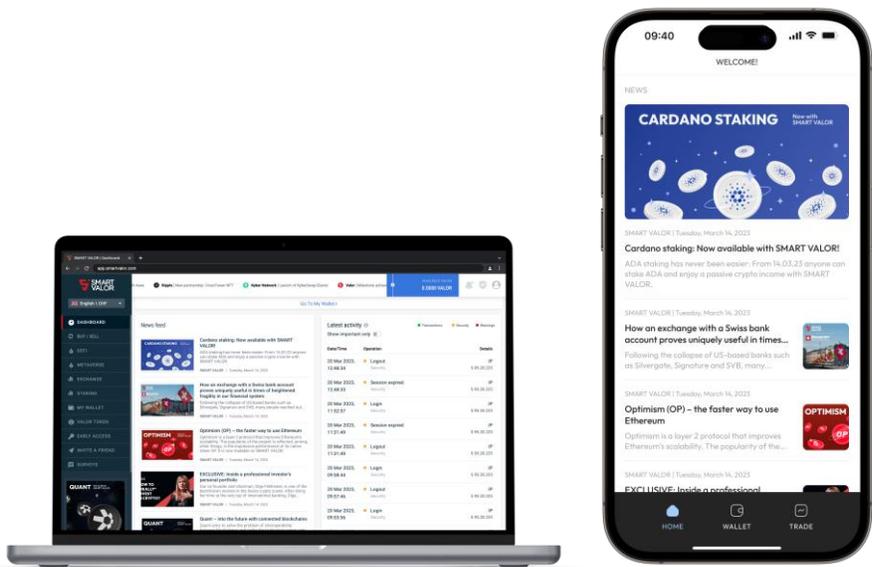
Swiss digital asset exchange SMART VALOR has improved its platform and app for a better user interface and experience. Now customers of the SMART VALOR exchange can enjoy a stream of daily news content and easily navigate cryptocurrencies based on **categories**.

The leading digital asset exchange based in Switzerland, has recently unveiled significant improvements to its platform and app, aimed at enhancing the overall user interface and experience. These design enhancements are a testament to the company's commitment to providing its customers with a seamless and intuitive digital asset trading experience.

#### Newsfeed feature

One of the key updates is the introduction of a dynamic and informative news feed, delivering a constant stream of daily news content right at users' fingertips. This feature enables SMART VALOR customers to stay up to date with the latest happenings and developments in the world of digital assets, empowering them to make well-informed investment decisions.

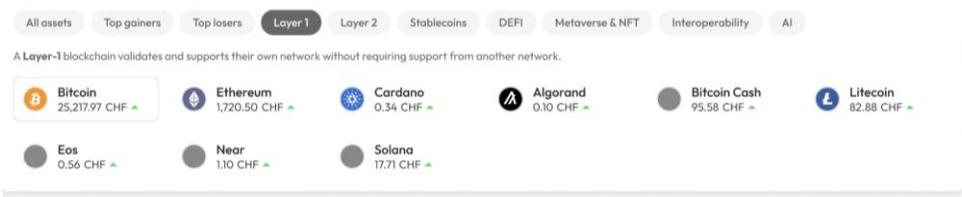
Commented [MM1]: top gainers and top losers will be available next week. Don't mention now



The newsfeed feature, shown above on desktop and on the mobile app.

**Introducing: categories**

Furthermore, the platform now offers a user-friendly navigation system that allows customers to effortlessly explore cryptocurrencies based on various categories. Whether it's exploring different asset classes, users can now efficiently access and evaluate the digital assets that best align with their investment strategies.



The new category feature, as seen within SMART VALOR's platform

In addition to the category-based navigation, SMART VALOR has introduced a 'top gainers' and 'top losers' section. This feature showcases the cryptocurrencies that have experienced the most significant gains and losses within a specified time frame, providing users with valuable insights to optimize their trading strategies.

Commenting on these exciting design updates, Olga Feldmeier, co-founder & board chair of SMART VALOR, stated:

*“These design enhancements mark just the beginning of SMART VALOR's broader rebranding efforts, as the company looks forward to continuously innovating and providing its users with cutting-edge features and services in the digital asset space.”*

**For additional information, please contact**

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**About SMART VALOR**

**SMART VALOR is a Swiss company that became the first European digital asset exchange listed on Nasdaq First North. The company's mission is to provide a trusted gateway to blockchain technology for investors and institutions. On the B2C side, it operates a retail digital asset exchange, custody, and asset management. On the B2B side, the company works with banks and fintech companies offering its technology as a white-label Crypto-as-a-Service solution. SMART VALOR was one of the first crypto companies to receive financial intermediary status in Switzerland and to be registered as an exchange and token custodian under the Blockchain Act of Liechtenstein.**

[www.smartvalor.com](http://www.smartvalor.com)