



PRESS KIT 2020

## Company Bio

Sylo was founded in 2010 and is an international software development house with offices across the United States of America, Singapore and New Zealand.

Committed to decentralisation, their world-leading team are the core developers of the Sylo Network, Sylo Protocol and Sylo Smart Wallet.

As an organisation, Sylo is actively laying the groundwork for a decentralised Internet.

This infrastructure includes the fundamentals of decentralised communication and payments, development tools for creating inter-operable experiences, network features to enable self-wealth creation, and elevated user experiences to welcome in Web3.0 without the learning curve.

## Management team



### **Brian Russell, Director**

Founder and CEO of Zephyr Technologies, acquired by NYSE Convivial Corp. AI Specialist and NASA advisor.



### **Aaron McDonald, Director**

Founder and CEO of Centrality Blockchain venture studio. Top 10 (\$100M) ICO, 2018.



### **Robin Johannink, Director**

Serial entrepreneur responsible for bringing the first credit card to New Zealand, VC Company Principle that raised \$120M and secured multiple public and private exits for investee companies.



### **Dorian Johannink, Co-Founder & Business Director**

A former digital communication agency director, Dorian heads up the inner workings of Sylo as a business. An industry thought-leader, Dorian presents at category events around the world to champion decentralisation as a solution for improving our world.

(Available for interview or comment.)



### **Ben Jordan, Co-Founder & Product Director**

With an international background in brand management and efficiency solution consultancy for multinationals, Ben is a blue sky thinker and innovation champion. He leads the world-class product department at Sylo.

(Available for interview or comment.)



## Key stats

The Sylo Smart Wallet was released into global app stores 18/9/2019.

As of 20/2/2020, the Sylo Smart Wallet app has surpassed 150,000 users.

The Sylo Smart Wallet's user-base is spread across more than 40 countries.

## Recent press releases

### Crown of world's most popular DApp in close sight as Sylo hits 100k users

AUCKLAND, NEW ZEALAND; 3 December, 2019 — Just two months after its release into app stores, the [Sylo Smart Wallet](#) app has surpassed 100,000 downloads.

A meteoric rise in popularity that's unprecedented in the decentralised realm, it's a clear affirmation that the global market wants what the New Zealand-based technology studio has to offer.

Released publicly for less than a quarter, the [Sylo Smart Wallet](#) already has a user-base spread across more than 40 countries.

"We've seen rapid adoption across a wide range of regions and interest groups already which is great validation for the hard work our teams have been putting in to bring Sylo to life," says Dorian Johannink, Sylo Co-Founder and Business Director.

A world-first in itself, the Smart Wallet is a term coined by the firm's designers to describe their creation, which savvily combines a digital asset wallet with a next generation private messenger.

The app enables users to send and receive digital assets in chat, make audio and video calls, store any ERC-20 compatible token, such as Ethereum, in a non-custodial wallet, as well as to import and manage multiple other digital wallets.

"We're excited to now be pushing Sylo out into the world. There've been a lot of hard yards that have gone in from our designers and developers, and what you see now is just the beginning of what we have planned to roll out over the coming year," says Ben Jordan, Sylo Co-Founder and Head of Product.

The swift pace is set to continue for Sylo, with Bitcoin integration and multi-language support due to arrive in the app before Christmas; and the ability for users to create their own dynamic digital assets (DDA's) coming in early 2020.

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### App Stores Welcome Sylo, the World's First Smart Wallet

AUCKLAND, NEW ZEALAND; 18 September, 2019 — Global software development firm [Sylo](#) have released a new era of app that will change the way the world transacts and connects.

The Sylo Smart Wallet was officially unveiled in the [Google Play](#) and [Apple App](#) stores today and is a game-changing evolution that combines a digital wallet with a next generation messenger.

Users can connect from the safety of a wallet address, send and receive digital assets in chat, make audio and video calls, and store any ERC-20 compatible token, such as Ethereum, in a non-custodial wallet.

Through the release of the Smart Wallet, Sylo are recognising the need to make crypto assets simple enough for everyday use, while still providing a feature-rich experience for enthusiasts.

In an industry of big promises and few deliveries, the app's earlier than planned release into the global app stores is a clear signifier that the New Zealand-based technology studio is making waves with its decentralised innovations.



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Sylo Co-Founder and Business Director Dorian Johannink sees the evolution of Sylo as an inevitable move to fit with the privacy and security needs of people today.

"A financial transaction is a form of digital communication. With Sylo, all of your communications are secure by default: messages, calls and transactions," says Johannink.

"We're incredibly excited to now be live on the app stores," says Ben Jordan, Sylo Co-Founder and Product Director.

"It's a key milestone for us in pushing the solution we've been working on for the better part of two years into market to really introduce the benefits of digital assets and decentralised technologies to mainstream audiences."

With over half a decade of experience innovating with decentralised technologies, Sylo is the vanguard of data and communications security. Its legacy app Sylo Confidential, still currently in market, boasts a global professional user-base covering more than 24 countries.

Feature additions to the Sylo Smart Wallet in Q4 2019 and beyond will include support for Bitcoin, decentralised storage, a non-fungible sticker marketplace, and the ability for users to create their own dynamic digital assets (DDA's).

Empowering individuals and brands alike to create their own DDA's in Sylo is an exciting step that will both enable unique in-app experiences and shape the way value is exchanged in the future.

## Recent awards

### **GECKO Stamp of Attestation, September 2018**

Sylo received the first ICO compliance verification to be awarded by industry authenticators [GECKO Governance](#). Known as the GECKO Stamp of Attestation, the stamp is awarded to projects that meet GECKO Crypto1 governance standards of ICO compliance, with the purpose of providing investors with transparency, compliance and accountability into their crypto investments.

The verification process included meeting all published crypto rules from global jurisdictions and incorporated best practise governance framework from the independent industry non-profit, the ICO Governance Foundation.

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