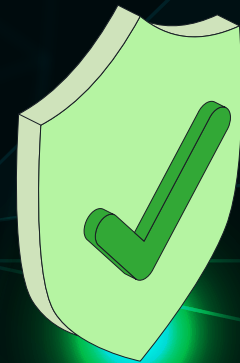
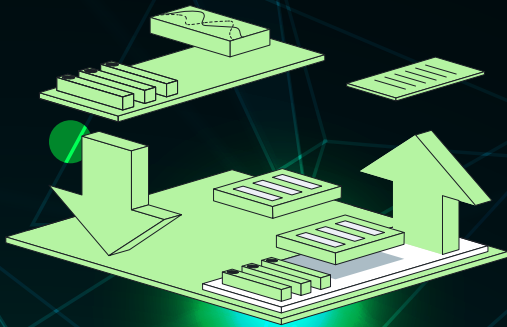
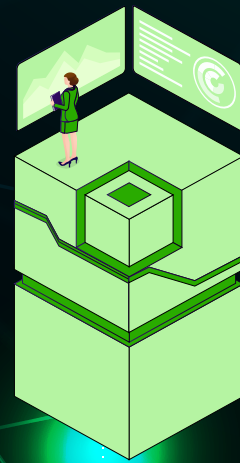


# Crypto Landscape in Latin America:

Report H1 2024



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Words from the CEO

# Our second crypto trends report

April 2024 marked Bitso's tenth anniversary. Ten years in which our enthusiasm has only grown. Ten years in which Bitcoin went from being a niche curiosity for a small group of people and becoming part of the rhetoric of presidential candidates in the United States. We have witnessed how the crypto industry is shaped and transformed, reshaped and evolved. We have observed crypto penetration increases in Mexico, Argentina, Brazil and Colombia. We have seen dreams come true: projects, products and paradigms that have been broken to really offer the transformational value of crypto to individuals and institutions. We have built Bitso based on great talent from many parts of the world. And that enthusiasm that just continues to grow tells us that there is still much to do.

In addition to celebrating Bitso's anniversary, the first half of this year has been marked by a series of compelling events that highlight the ongoing excitement in the crypto industry. The launch and subsequent operation of the Bitcoin exchange-traded fund (ETF) in the first quarter was particularly noteworthy, with Bitcoin reaching an all-time high of \$73,750 in March. Bitcoin continues to dominate headlines, and the interest among crypto enthusiasts, whether seasoned or new to the space, shows no signs of waning: within the Bitso client community alone, Bitcoin's presence in the average portfolio stood at 53% from January to June of this year, closely aligning with its global dominance of approximately 53.37% as of the end of

June. Although this percentage has remained relatively stable compared to the latter half of 2023, it provides a reassuring outlook, regardless of whether we witness another significant surge in its value during the remainder of the year.

In a similar vein, the recent announcements of Ethereum and Solana ETFs mark significant milestones for the crypto industry, reinforcing the sustainability and growth potential of these ecosystems. Ethereum continues to demonstrate its vitality as a dynamic ecosystem, evolving rapidly through constant innovation and expansion. This progression solidifies its position as a central player in both the broader crypto landscape and the underlying blockchain technology. On the other hand, the Solana ecosystem is increasingly capturing attention within the cryptocurrency industry, primarily due to its scalability and high-performance capabilities. Our analysis reveals that, in Latin America, Solana saw a notable increase, with its presence in client portfolios rising by one percentage point to approximately 4%, surpassing the global average of around 2.88%.

While we recognize that Bitcoin and Ether currently steer the direction of the crypto world, it's crucial not to overlook the significance of other altcoins, meme coins, and the emerging role of artificial intelligence. AI is unlocking a universe of unexpected use cases that are poised to continue surprising us soon.

A crucial factor in the advancement of crypto within global economies is the regulation of entities involved in national financial systems. Both crypto service providers and local financial institutions, along with regulatory bodies in each region, must work together harmoniously to establish the optimal conditions for the crypto ecosystem to thrive. Fortunately, regulatory evolution is unstoppable, and we can be optimistic that these environments will provide the certainty both clients and providers need to operate. This regulatory certainty is essential for enabling the free choice of platforms that facilitate the creation and promotion of assets, beyond systems that restrict users' economic decision-making power.

Overall, there is still hope for a new 'crypto summer,' which will undoubtedly differ from those we've experienced in the past. The global economic landscape, characterized by inflationary pressures across the continent and the United States' efforts to lower interest rates, will influence how the crypto community charts the industry's future. We might see a consolidation driven by greater institutional adoption, even as interest in riskier assets diminishes. This could present a landscape rich with opportunities for crypto, despite the uncertainties surrounding the upcoming U.S. elections. However, the world keeps moving. Individuals and companies continue to transfer money across borders, invest, create new value for their assets, and seek out new forms of entertainment. And for all of that, there is crypto.

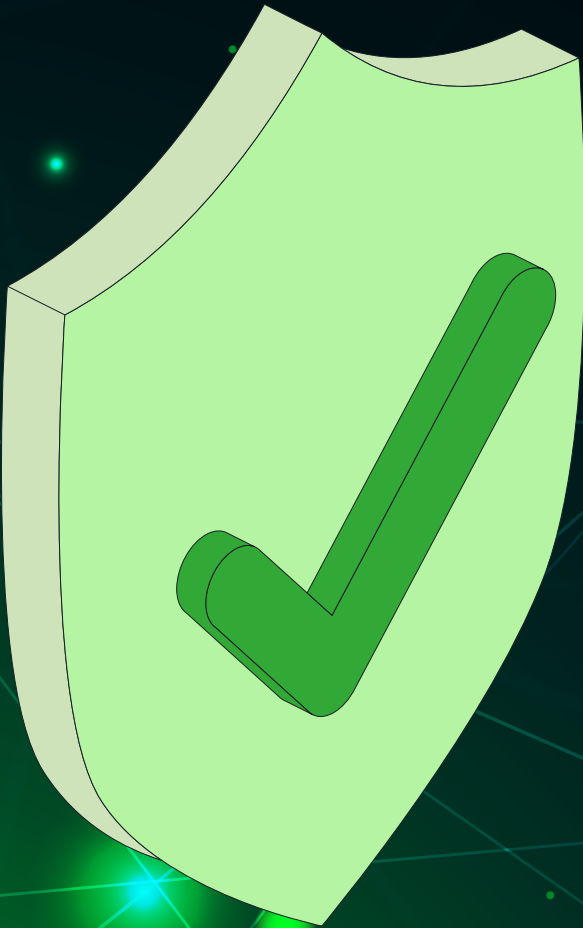
One of our most notable achievements is this comprehensive report on the Crypto Landscape in Latin America for the first half of 2024. The analysis reveals a 16% increase in user registrations, with steady growth across the region. Among the countries where Bitso operates directly, Brazil leads with an 18% growth, followed by Colombia at 17%, Argentina at 16%, and Mexico at 15%. Mexico, being Bitso's most mature market, reflects consolidation, in contrast to Brazil and Colombia, where our presence is more recent. Significantly, for the first time in Bitso's history, over half of our registered users are based outside of Mexico, specifically in Argentina, Brazil, and Colombia. Moreover, growing interest has been observed in countries like Peru, Chile, Costa Rica, El Salvador, Guatemala, and the Dominican Republic—regions where the company has clients, even though local banking system integration through connection ramps are not yet in place. This highlights that crypto knows no borders, and Latin America remains a fertile ground for its expansion.

I hope this report provides you with valuable insights to help you learn about, understand, and engage with cryptocurrency. I firmly believe that the best is yet to come and that there is still much work to be done. Together, I am confident that we can revolutionize the future of finance in Latin America.

**Daniel Vogel**  
CEO & co-founder, Bitso

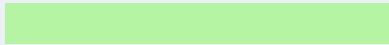
# 01

## Key takeaways



# Key takeaways

**a.**



An increase in the inclusion of Bitcoin in portfolios across the region, following key events during the period.

**b.**



A growth in the presence of altcoins and memecoins, with Pepe being significant among memecoins, and Solana among altcoins.

**c.**



An average portfolio diversification: over 40% of portfolios contain only one crypto asset, while more than a third include three or more.



**a.** In the analysis of the main indicators during the first half of 2024, compared to the previous period, it was notable that events such as the Bitcoin halving, reaching its historical maximum in March, and the approval of Bitcoin exchange-traded funds (ETFs), along with the announcement of ether ETF, sustained its growth —albeit slightly— in the preferences of clients in the Latin American region.



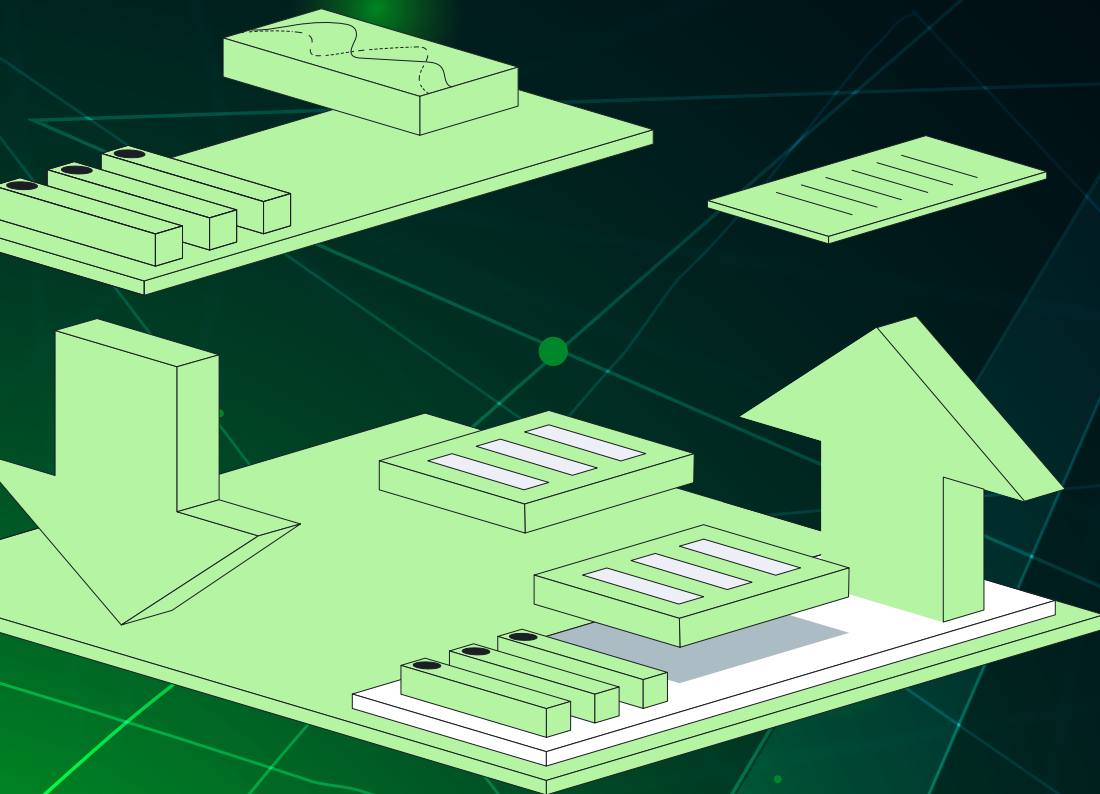
**b.** On the other hand, there was a trend towards the acquisition of some altcoins and memecoins, although their presence is still not very significant compared to Bitcoin. Meanwhile, the growth of Pepe in Argentina, Colombia, and Mexico, and its emergence in Brazil after not appearing at the end of 2023, is quite noteworthy. In addition to the demographic factors that could drive the adoption of cryptocurrencies, more recognition in each country also plays a role, as does the purchasing and holding behavior governed by the use cases of alternative crypto assets.



**c.** In this second installment of the Crypto Landscape in Latin America: Report H1 2024, it is also possible to gain insight into how Bitso's clients diversify their average portfolio, that is, how many different cryptocurrencies they hold. In the period analyzed, 43% of the base had one asset in their portfolio, 21% had two, and 36% had three or more. This means that around a third of the crypto user community has a portfolio with a variety of at least three cryptocurrencies.

# 02

## About Bitso and the Report



# About Bitso

Bitso is the leading financial services company powered by crypto in Latin America. With more than 8 million clients, it is at the forefront of the financial revolution with borderless, secure, transparent and accessible financial products.

By its 10th anniversary in April 2024, Bitso had grown to more than 500 employees across 35 countries, with local operations in Argentina, Brazil, Colombia, and Mexico. Bitso is dedicated to making crypto useful by unlocking the potential of borderless, secure, and easy-to-use financial products. The company remains committed to strengthening the region by providing universal access to the digital economy and fostering a fairer monetary system. Bitso offers a wide range of products:

from a secure and easy-to-use digital platform for earning returns, making international transfers and payments, to exchanging and storing over 50 different cryptocurrencies. It also caters to institutional clients with products that include payment ramps and blockchain-based technology for cross-border payments, and other financial operations.

For more information about Bitso, visit [bitso.com](https://bitso.com)

## About this Report

This report analyzes the purchasing and holding behavior of individuals who used Bitso during the first half of 2024, compared to previous periods. It focuses on the countries where the company operates: Argentina, Brazil, Colombia, and Mexico, while also highlighting organic growth in other countries in the region such as Peru, Chile, and Ecuador.

The methodology is based on analyzing the usage data of millions of Bitso's mobile and web platform users. As a blinded study, the information collected in this report does not contain any identifiable data or risk of attribution.

# 03

## Crypto Community in Latin America





# Crypto community in Latin America

The first half of 2024 was characterized by positive events in the global crypto industry, in contrast to the second half of 2023, when the industry did not experience its best moments and was seeing the end of a harsh crypto winter. These movements, which mainly occurred during the second quarter, suggest a very different outlook with high expectations for a crypto summer.

The approval of Bitcoin exchange-traded funds (ETFs) and the announcement of an ether ETF\* represent a key moment in the industry's consolidation and a recognition of the growing power of digital assets to challenge and compete in the traditional financial system. For Bitcoin, the halving event was particularly notable. The optimism for this cryptocurrency is reflected in the holding behavior, as noted later in this report.

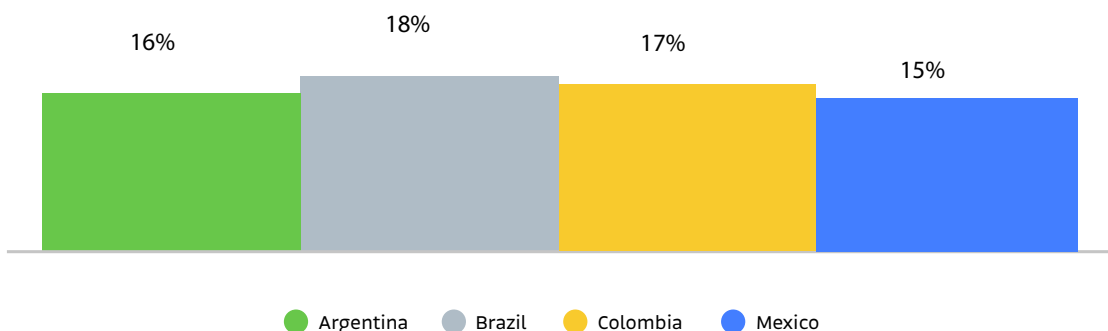
The holding of stablecoins in Latin America, especially USDT, paints a picture consistent with an [analysis](#) highlighting that by the end of June, the global market was more focused on this type of digital assets,

which saw an 8.6% increase in market capitalization globally. The same study indicates that the Solana ecosystem remained at the top of the growth charts, followed by the Ethereum ecosystem, which traditionally holds the second place in rankings.

According to Bitso's analysis, Solana's overall purchase preference increased from 3% to 4%, a similar trend seen in countries where the company operates, with a one-point increase; in Argentina, it rose from 2% to 3%, and in Colombia and Mexico from 3% to 4%, while in Brazil it remained steady at 4% from one semester to the next.

Regarding the growth in the number of clients in the region, the first half of 2024 saw a period of consolidation. During this period, sustained growth ranged between 15% and 18%, reaching over 8 million individuals, as analyzed in this report.

Registered users (% change from same H of previous year)

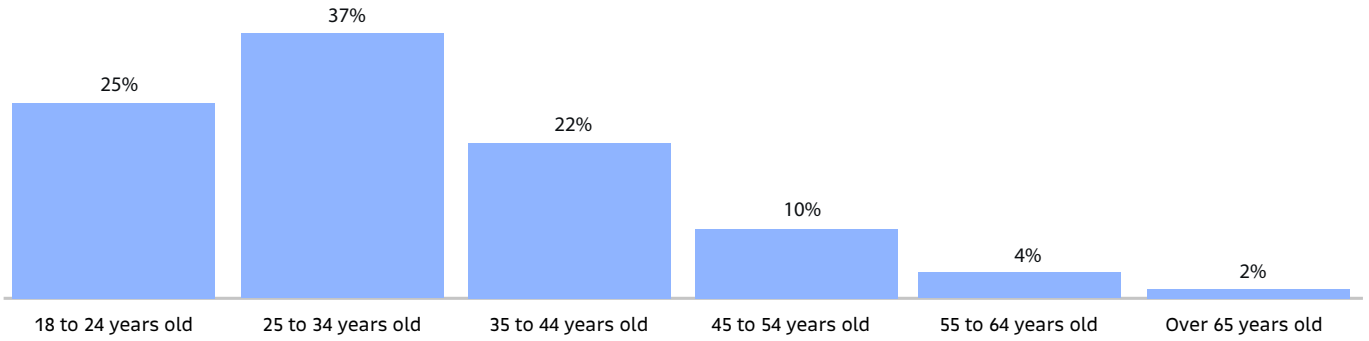


\* At press time, Ether ETFs had not yet begun trading.

# Demographics

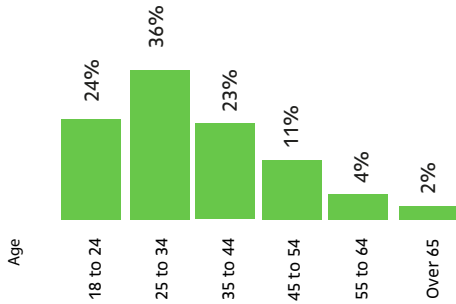
## Age

In all the geographies analyzed, the age distribution remains stable compared to the previous [analysis](#).

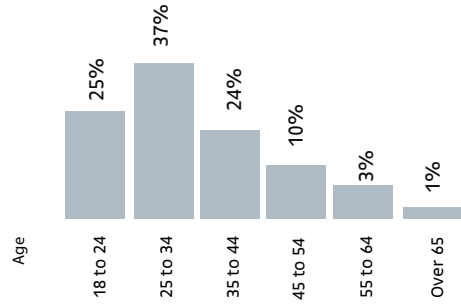


## Age distribution by country

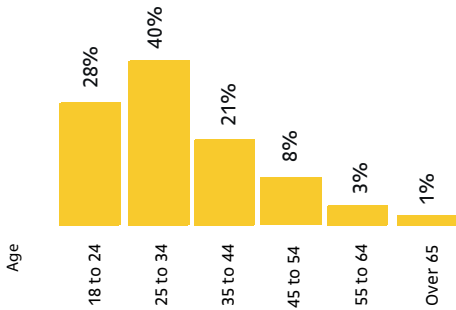
Argentina



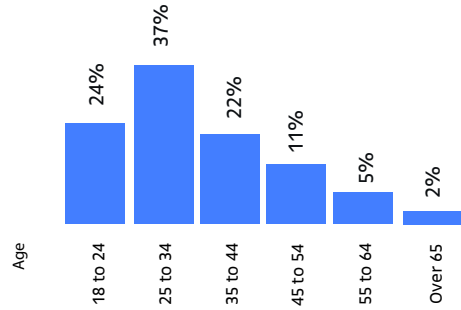
Brazil



Colombia



Mexico





At the country level, the age distribution is almost identical to that of the second half of 2023, except in Colombia, where the population is slightly younger than the regional average. There have been no significant changes in any country over the past six months.

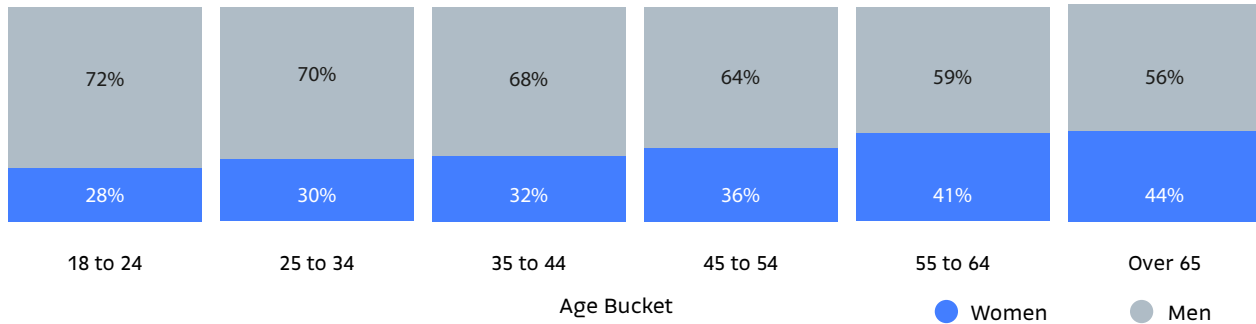
The age groups with the highest trading activity coincide with the economically active population, between 25 and 54 years old. Although the adoption rate of digital financial services among older generations is slower, an analysis shows a gradual increase in the use of these services due to their security and user-friendly features. This trend may also be driven by improvements in financial education and digital skills among the eldest population.

Age	% users (Latin America)	% trading (Latin America)
18 to 24	25%	19%
25 to 34	37%	34%
35 to 44	22%	25%
45 to 54	10%	14%
55 to 64	4%	6%
+65	2%	2%

## Gender

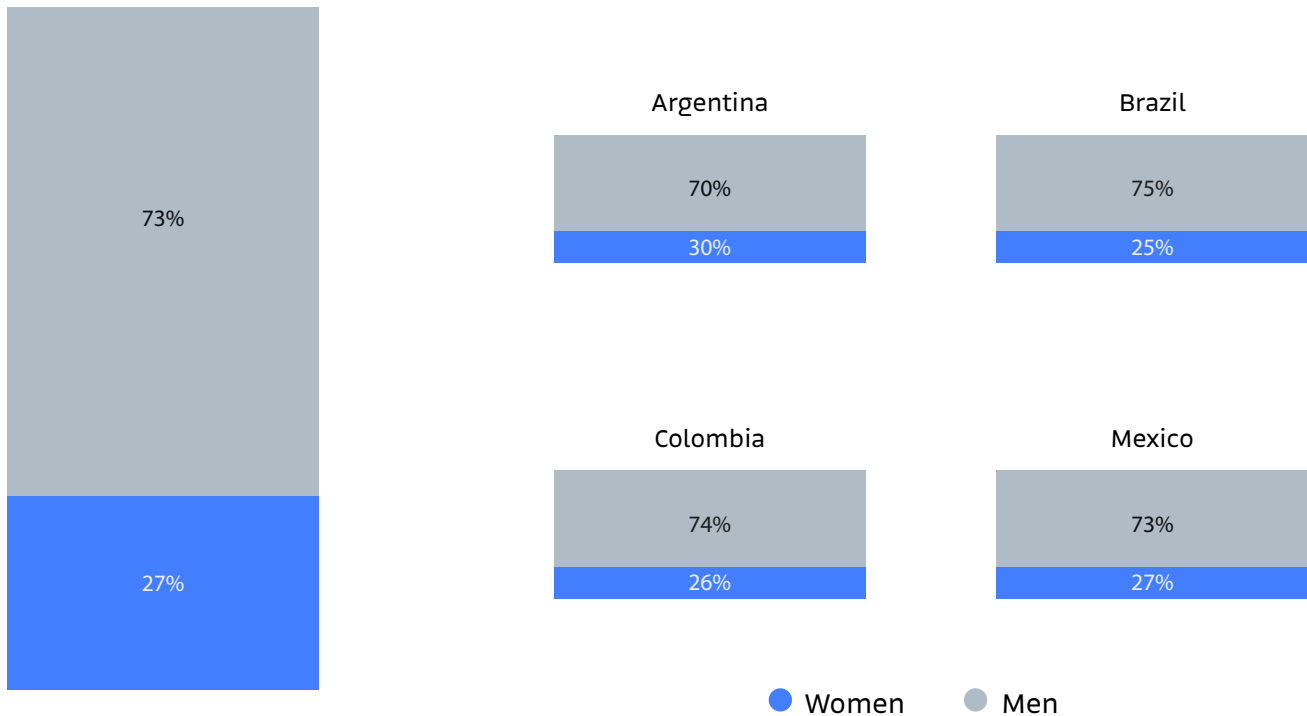
Female participation in crypto continues to grow unevenly across countries. As noted in the second half of 2023 analysis, crypto usage and holding increases with age among women.

All geographies by gender



The regional average remains 73% men and 27% women, consistent with the previous semester. However, Argentina experienced a 2 percentage point, while Mexico increased female participation in 5 percentage points. Conversely, in Brazil, female participation fell from 31% in the last half of 2023 to 25% in the first half of 2024. In Colombia, it decreased from 33% (the highest in the region in the second half of 2023) to 26%.

Trading users by gender (%)



# 04

## Portfolio composition

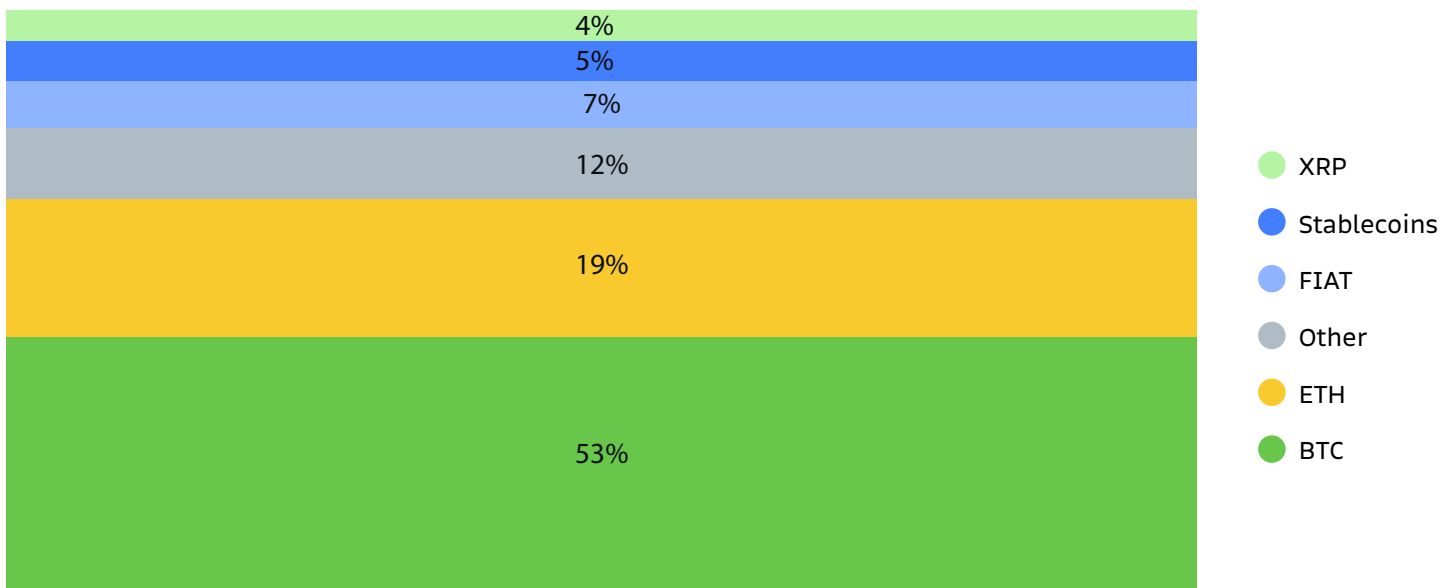


# Portfolio composition

Bitcoin continues to dominate the portfolio preferences of clients in Latin America. Analysts noted that by the end of June, Bitcoin had a 48.66% preference in portfolios in the North American region, which includes Mexico, while in South America, it was 40.11%. This trend is confirmed by Bitso's analysis, which found that 53% of its clients held Bitcoin in their portfolios.

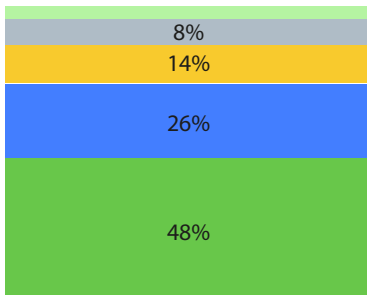
## a. Average portfolio

In the first half of 2024, Bitcoin remained the dominant asset in the average portfolio.



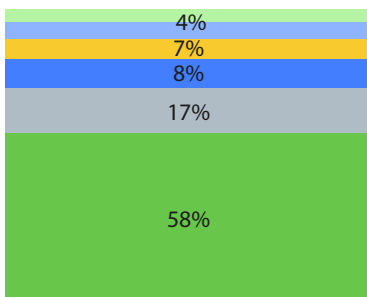
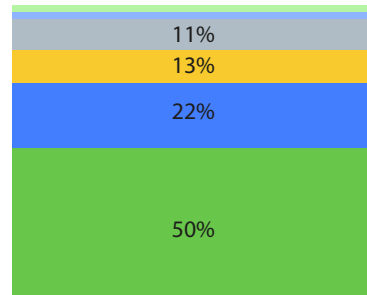
In Latin America, Bitcoin represented 53% of assets in clients' portfolios, while ether accounted for 19%, followed by altcoins at 12% and FIAT (local currency) at 7%. Stablecoins and XRP rounded out the portfolios with 5% and 4%, respectively. However, regional differences emerged that are worth analyzing.

Portfolio composition  
31/12/2023

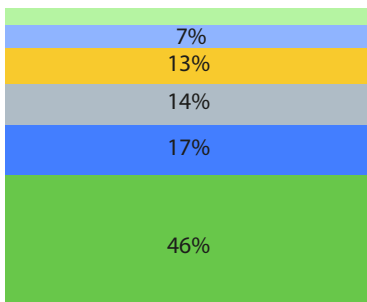
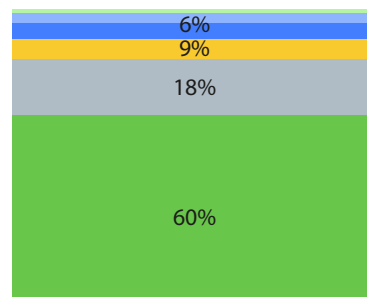


Argentina

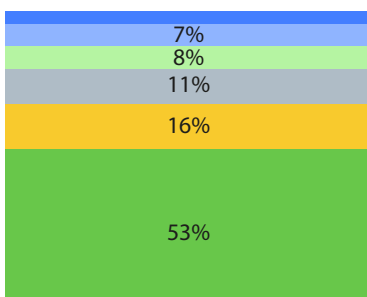
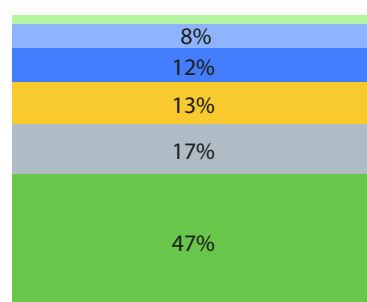
Portfolio composition  
30/06/2024



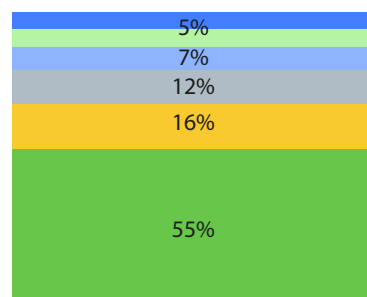
Brazil



Colombia



Mexico



XRP ETH OTRAS FIAT Stablecoins BTC










As shown in the graphs, although Bitcoin represented the majority of users' portfolios in all countries, the second most held asset varies by geography. This can be explained by a combination of macroeconomic factors, risk aversion or propensity, and the importance of remittances in the local economy, among other factors.

You can also observe a general decrease in the proportion of stablecoins, even in countries with a higher proportion of them. This could be due to positive signals in the crypto market, which led people to invest their liquidity in search of profits during a bull market. Additionally, the dynamics of assets with fluctuating prices impact the proportions in portfolios measured in dollars.

This becomes clearer when examining the price variations in dollars of the five main cryptocurrencies listed on Bitso, according to their market capitalization, over the compared periods:

	Prices in USD as of 12/31/23	Prices in USD as of 06/30/24	Variation
 Bitcoin	42288	63277	49.63%
 Ethereum	2275	3489	53.36%
 Solana	101.72	147.77	45.27%
 XRP	0.616	0.478	-22.40%
 Doge	0.090	0.126	40.00%

## Argentina

In Argentina, the holding of stablecoins in portfolios stands out: it is the only country where they ranked second in holdings, with 22%, which is 10 percentage points (pps) more than in Colombia. In the rest of the countries, stablecoins play a single-digit role. This is a consequence of macroeconomic conditions marked by high inflation and the culture of migrating to the dollar (the crypto dollar, in this case) for protection against the loss of value of the local currency.

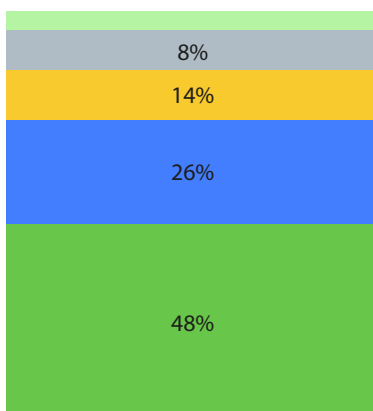
Only 2% of local holdings were in Argentine pesos, a result of the same phenomenon. It is also observed that there was a 4 percentage points reduction in digital dollar holdings from one semester to the next. This can be explained by the slowdown in inflation and the attenuation of the devaluation rate following the change of government. Even so, the digital dollar is not only used to maintain liquidity and take advantage of market declines, but it also plays a significant role in the wealth strategy of the Argentine crypto community.



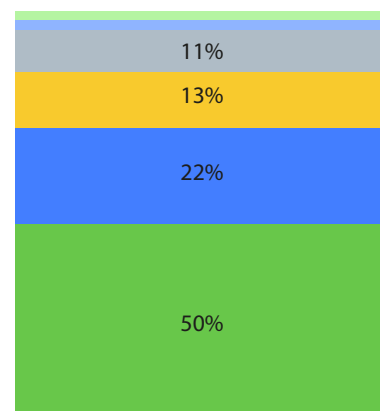
### Highlights in holdings:

- +2 pps in Bitcoin
- 4 pps in stablecoins
- 1 pp in Ether
- +3 pps in altcoins

Portfolio  
31/12/2023



Portfolio  
30/06/2024



XRP ETH Otras FIAT Stablecoins BTC

## Brazil

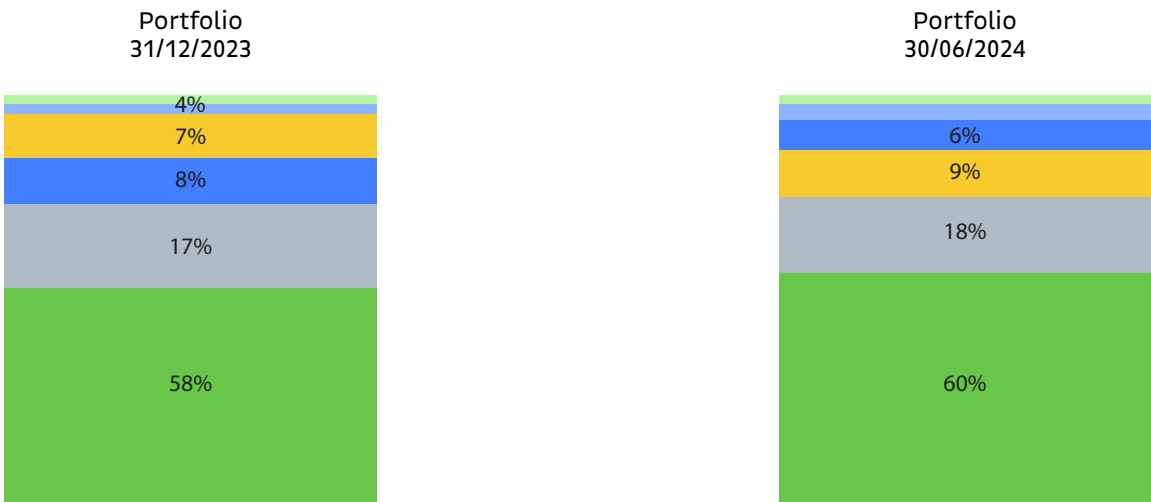
Brazil is an interesting case to analyze. It was the country with the largest holdings of Bitcoin in its portfolio, growing by 2 percentage points compared to the previous semester and reaching 60% of the average portfolio. Bitcoin is the most consolidated and widely accepted cryptocurrency as a store of value.

However, this contrasts with the greater holding of altcoins in the entire region, which also grew by one percentage point compared to the previous semester. This indicates a greater propensity for risk, as altcoins are more volatile. Notably, Brazil is the only analyzed country where the holding of Ether is lower, a trend that has persisted since the previous semester, even after growing by 2 pps.

The average portfolio is rounded out with 6% stablecoins and 5% FIAT.

**>>> Highlights in holdings:**

- +2 pps in Bitcoin
- +1 pp in altcoins
- +2 pps in Ether
- 2 pps in stablecoins



XRP ETH Otras FIAT Stablecoins BTC

## Colombia

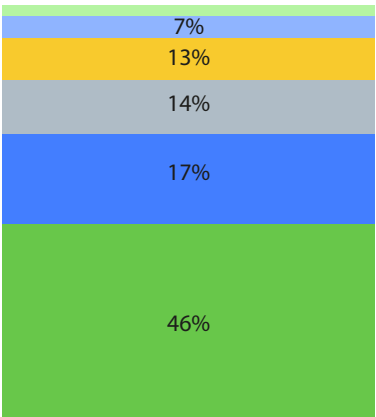
In Colombia, the proportion of Bitcoin was the lowest in the entire region, being the only analyzed country with less than half of its portfolio in Bitcoin. Despite this, it grew by one percentage point compared to the previous semester.

On the other hand, there was a significant reduction of 5 percentage points in stablecoins, but only a one percentage point increase in FIAT. This indicates that in Colombia, there has been a decision to invest liquidity in riskier assets, as altcoins rose to 17% of the portfolio, while Ether remained practically stable. This shift may also be a consequence of greater exchange rate stability and less reliance on stablecoins as protection against macroeconomic fluctuations.

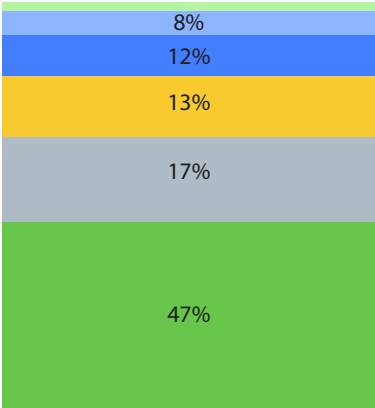
**>>> Highlights in holdings:**

- +1 pps in Bitcoin
- 5 pps in stablecoins
- +3 pps in altcoins
- 0 pp en Ether

Portfolio  
31/12/2023



Portfolio  
30/06/2024



XRP ETH Otras FIAT Stablecoins BTC

## Mexico

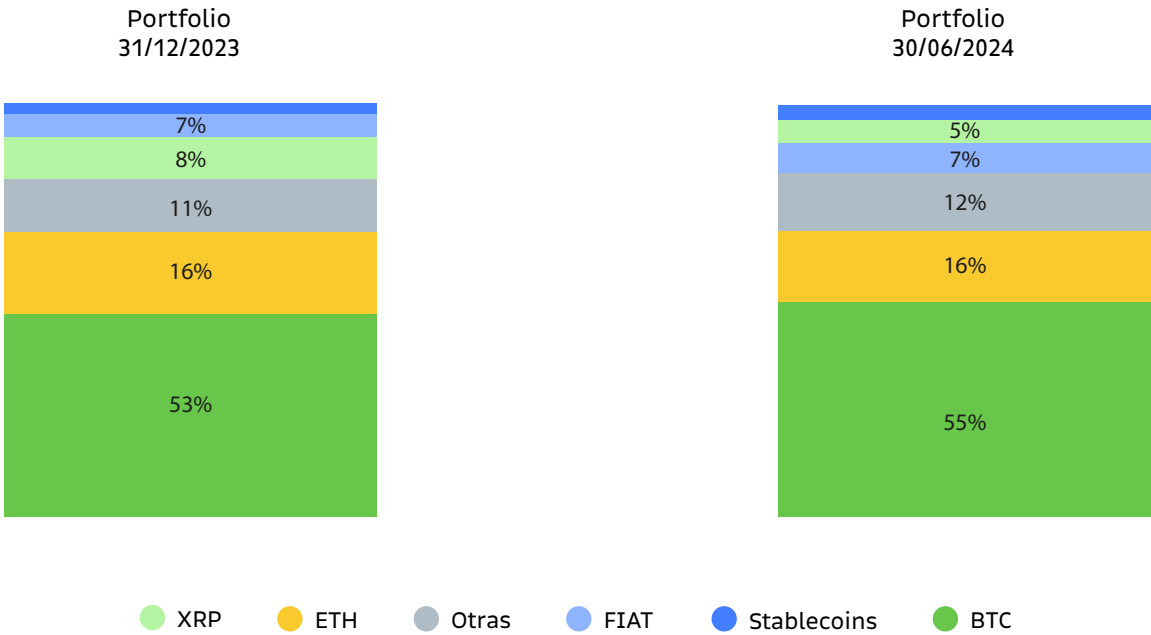
The average portfolio of the Mexican clients has experienced few variations from semester to semester. As expected, the Bitcoin component in wallets has grown slightly, while Ether has remained stable, and altcoins have seen marginal growth.

A notable change is the 3 percentage points reduction in Ripple's XRP holdings. XRP, a token specialized in cross-border money transfers, is typically very popular among the Mexican crypto community for moving money between countries. This decrease in holdings coincides with the drop in its price during the analyzed semester.

Since Mexico is the country with the largest number of clients in the period analyzed, the inter-semester variations appear more attenuated.

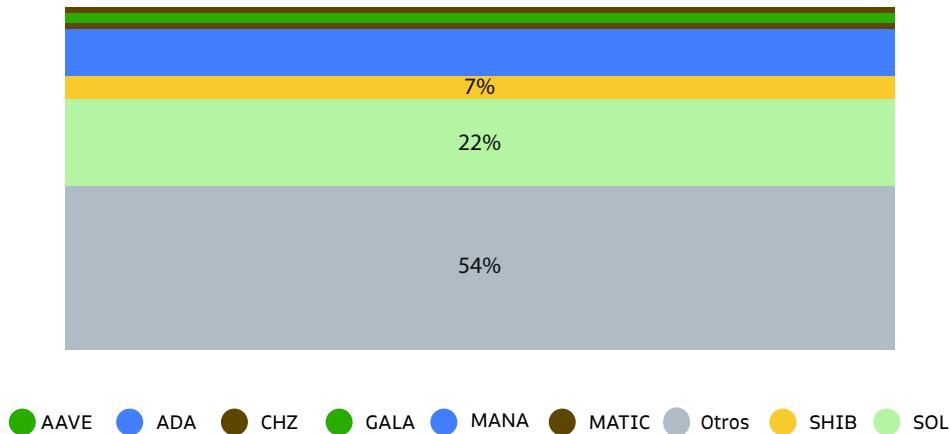
**>>> Highlights in holdings:**

- +2 pps en Bitcoin
- 0 pp en Ether
- +1 pp en altcoins
- 3 pps en XRP



## b. Altcoins holding

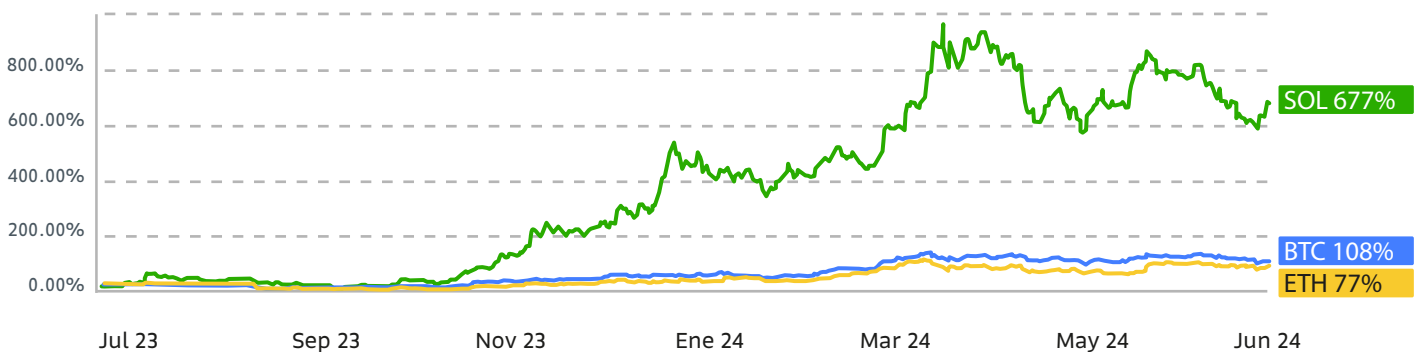
In the analyzed countries, altcoins —especially Solana— constitute a significant portion of the tokens held by Bitso customers.



In Latin America, Solana has gained popularity due to its high transaction speed and low fees. Solana's growing ecosystem and ability to handle thousands of transactions per second make it an efficient and promising investment. It is also the preferred blockchain for memecoins, which are booming amid the United States election campaign.

The year-on-year price growth of SOL, Solana's native token, has been 677%<sup>[1]</sup>, while Bitcoin grew 108%, ether 77%, and other relevant altcoins around 125%. This explains the popularity of Solana in the last semester and its relative growth.

Additionally, the mass of other altcoins (Bitso lists more than 50 tokens) grew by 16 percentage points from semester to semester.

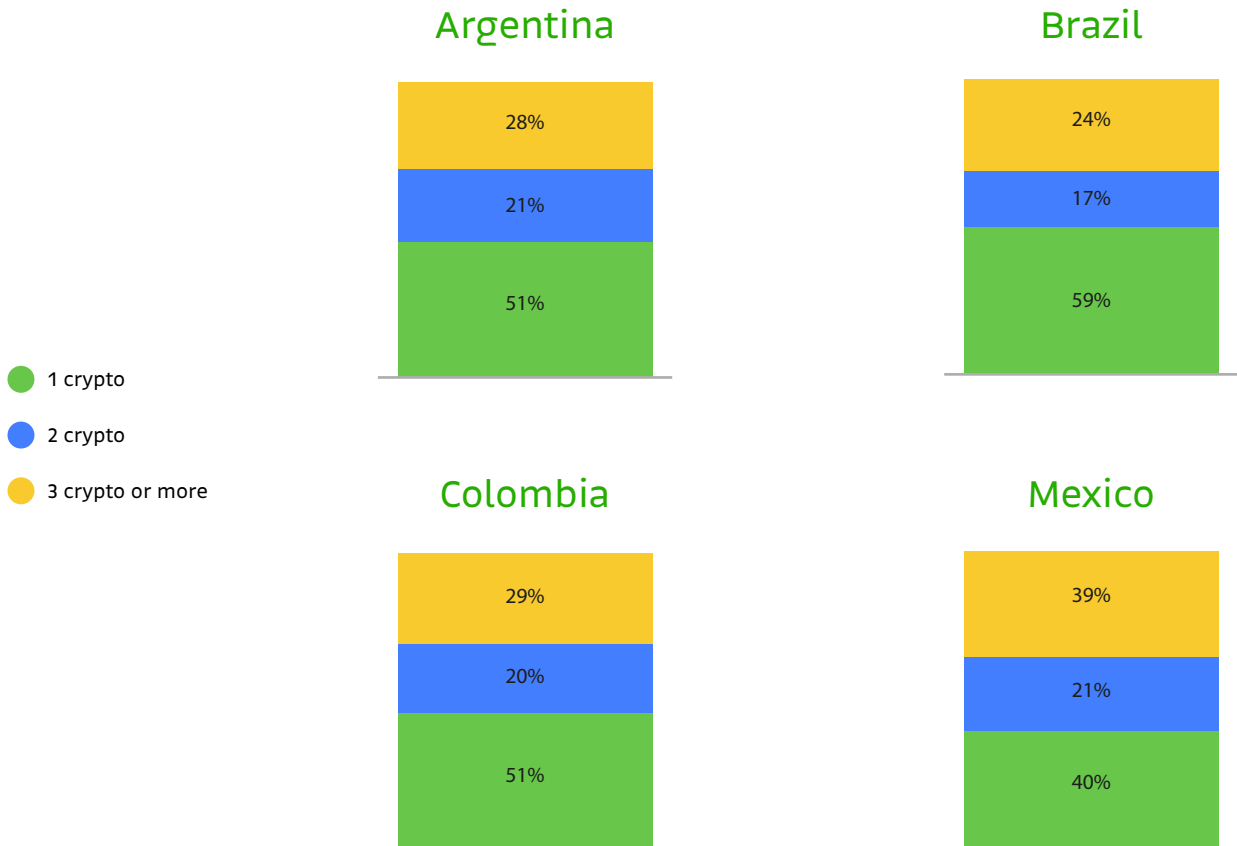


[1] Data as of 7/01/2024

### c. Portfolio diversification

An interesting aspect to consider when analyzing these averages is the number of different cryptocurrencies held by clients during the studied period. At the regional level, by the end of the semester on June 30, 2024, 43% of users had one asset in their portfolio, 21% had two, and 36% had three or more. This means that a little more than a third of the crypto-holding group tends to have a portfolio with a variety of at least three cryptocurrencies.

In terms of diversification, Mexico is leading the way, while more than half of the customers in other analyzed countries hold only one cryptocurrency. These variations in diversification could be attributed to a combination of factors such as a greater risk appetite, higher financial education, socioeconomic conditions, and the length of time Bitso has been present in each country.





## d. Trading



The cryptocurrencies held in customers' portfolios are not necessarily the same as those they purchase. It is interesting to examine the similarities and differences between portfolio holdings and purchasing activity to understand regional behavior.



More than a third of purchases made in the first half of 2024 were stablecoins pegged to the dollar, with USDC accounting for 22% and USDT for 14%. Bitcoin registered 28% of purchases. Memecoins also saw significant growth during the first part of the year. The three tokens listed on Bitso in this segment are Pepe, Shiba, and Doge.

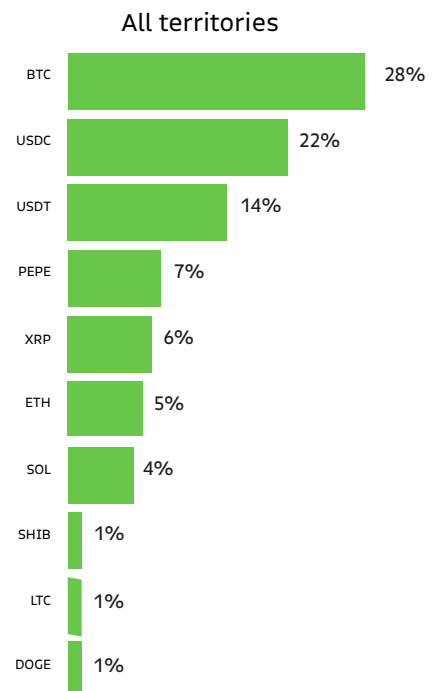
The case of Pepe draws particular attention, as it saw significant growth, rising from 1% in the second half of 2023 to 7% in the first half of 2024. This is explained because it is typically a high-volatility asset, which is particularly attractive for trading.

In the countries analyzed in this report, Pepe rose in the rankings to be among the top three or four most purchased cryptocurrencies by clients. In Brazil, where it did not appear in the second half of 2023, it ranked second in preferences in the first half of this year.

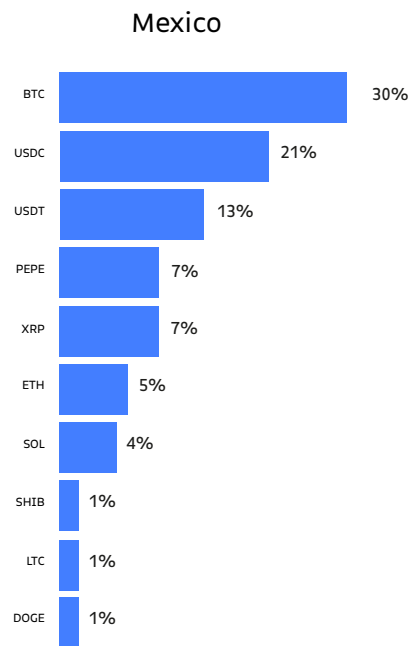
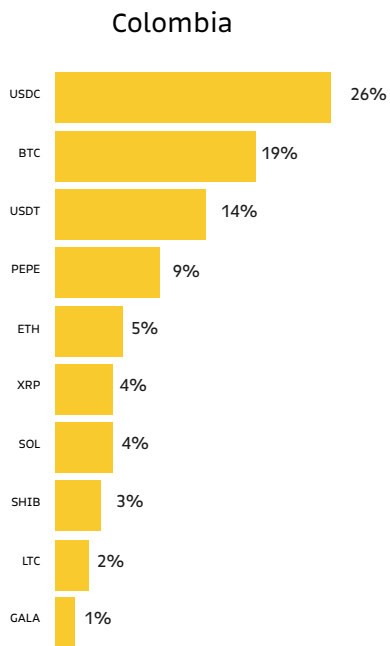
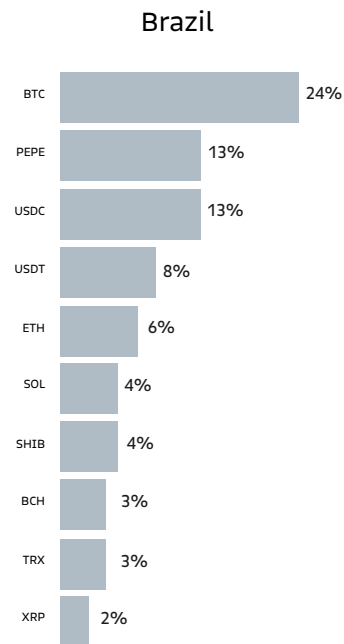
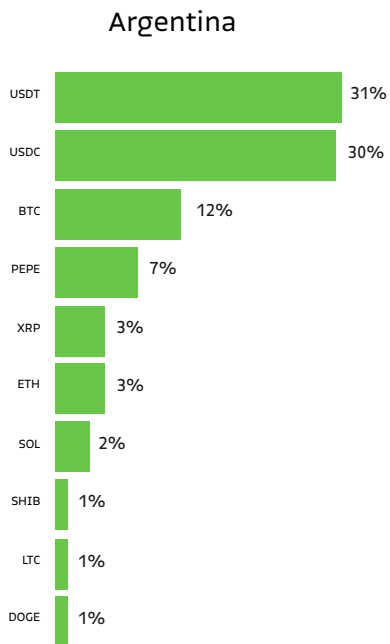
According to global data, in June of this year, Pepe ranked fourth in community preference with 11.92% in North America, while in South America it was 11.33%. Pepe's popularity is less prominent in Europe and Africa but stands out in Asia and Oceania, ranking third and fifth in popularity, respectively.

### What was bought?

In the first half of 2024, Bitcoin accounted for 28% of total cryptocurrencies acquired, down from 38% in the second half of 2023. This decrease in purchasing can be attributed to an increase in Bitcoin's average price, as it reached an all-time high in March of this year. Higher prices tend to inhibit purchasing behavior and promote HODL (Hold On for Dear Life) behavior, where investors hold onto the asset while it appreciates. Stablecoins (USDC and USDT) represented 36% of the total preference, showing growth compared to 30% in the last six months of 2023.



However, this trading behavior was not uniform across the countries analyzed, as illustrated in the following graphs:



In Argentina, 6 out of every 10 purchases were stablecoins tied to the value of the dollar, with near parity between USDC and USDT. This was the case 4 out of 10 times in Colombia, 3.4 out of 10 times in Mexico, and only 2 out of 10 times in Brazil.

The motivation to purchase digital dollars can have multiple causes, but a component of hedging against macroeconomic instability in each country partly explains this behavior: the greater the exchange rate stability, the less the need to seek refuge in the US dollar.

Another interesting analysis pertains to Bitcoin. In the first half of this year, Mexico led in Bitcoin purchases (30%), followed by Brazil (24%), Colombia (19%), and Argentina (12%). This geographical disparity could be linked to the population's knowledge about cryptocurrencies, local circumstances, and even excess liquidity for buying either more volatile or more stable cryptocurrencies, among other factors.

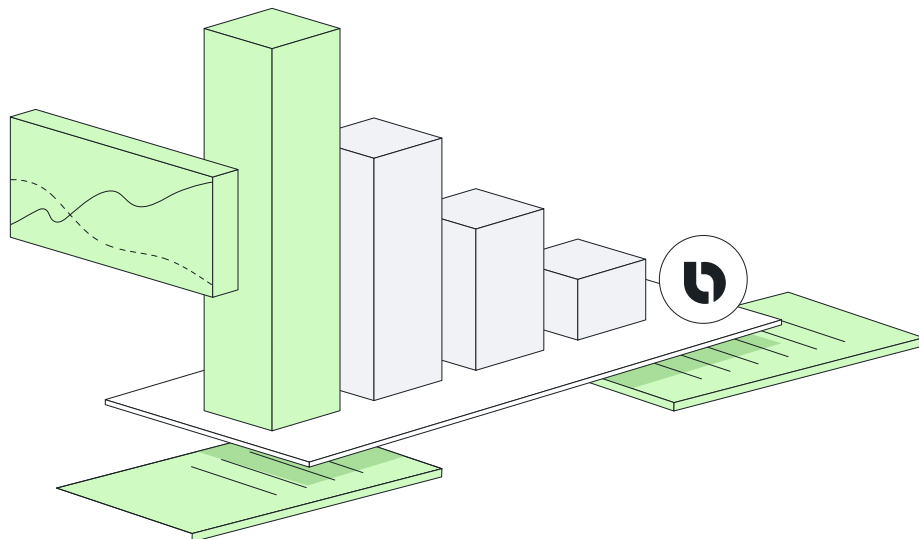
A different perspective on this information is analyzing trading data vis-à-vis holding data. For instance, Brazil had the most Bitcoin in the average

portfolio, but it was not the country that bought the most. This may indicate that the Bitcoin holdings in Brazil are from longer-term investments.

The significance of remittances in Mexico is also notable, with Ripple's XRP token being much more prevalent compared to other regions.

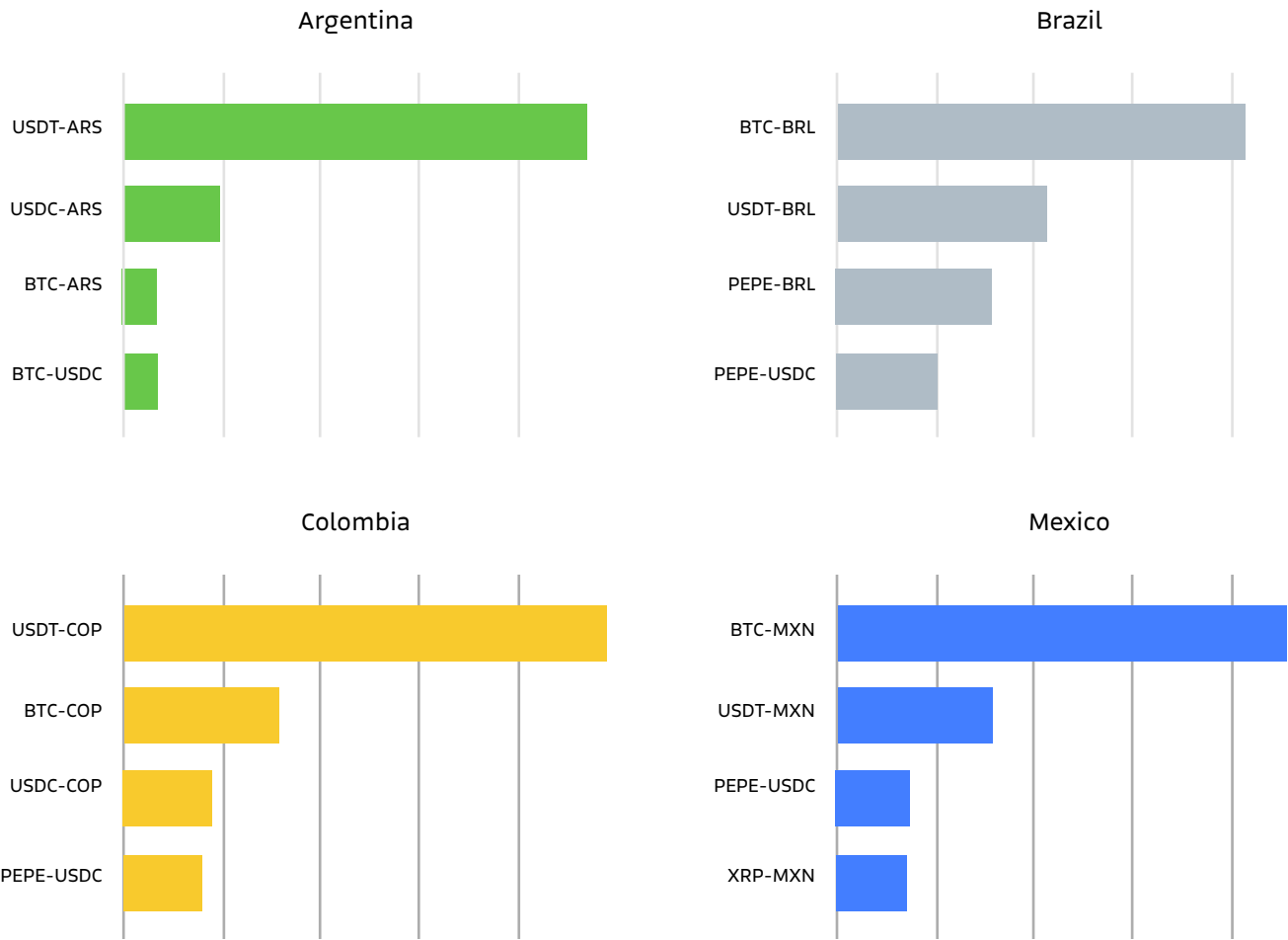
The case of Solana and its ecosystem is another standout phenomenon in the region: purchase preference for Solana increased from 3% to 4%, like other countries where Bitso operates, with a one percentage point increase. In Argentina, it rose from 2% to 3%, and in Colombia and Mexico from 3% to 4%, while in Brazil it remained at 4% from one semester to the next.

Some reports highlight this global growth of the Solana ecosystem, attributing it to the influx of speculative capital from other chains, which has drawn more memecoins in the Solana ecosystem, attracting even more capital and attention from the crypto community.



As shown in the following graphs, the preferred trading books in countries with more challenging economies in the Latin American region were those of local currency against crypto dollars, while in more stable economies, books against Bitcoin were the most used.

### Favorite books

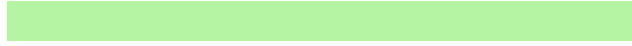


It is important to note that trading pairs or books against USDC and USDT can be shared across different regions. For example, if a Mexican or Brazilian trades in the PEPE-USDC pair, they will be operating in the same book, benefiting from the depth and liquidity provided by the entire user community in the region. This results in lower spreads and more

competitive prices, which is the value derived from trading on the largest exchange in the region. In contrast, books against local currencies (ARS, COP, BRL, or MXN) were used exclusively within each country.

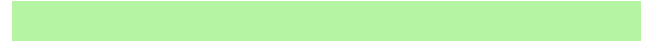
## Trading days and times

### Argentina



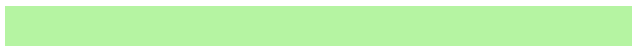
The peak trading days were the 4th and 5th of the month, suggesting that the community may convert their salaries into crypto for exchange coverage, given that the preferred trading pairs are against the crypto dollar. The preferred trading time was 12:00 noon.

### Brazil



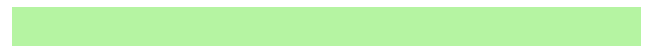
The peak trading days were the 5th and 8th, indicating a trend of higher trading activity early in the month, and then tapers off as the month progresses. The preferred trading time was 12:00 noon.

### Colombia



The peak trading days were the 5th and 11th of the month, with a tendency for more trading in the first part of the month. The preferred trading time was 10:00 am.

### Mexico



The preferred trading day was the 5th of the month, with a stable volume trend throughout the month, although the first half of the month was slightly more active. The peak trading time was 11:00 am, but there was consistent activity from 9:00 am to 8:00 pm, with a slight dip in the early afternoon and a resurgence later in the day.

These patterns suggest a correlation between salary payment dates and peak trading activity. The analysis of trading days and times also indicates the use of programmed conversions, whether recurring over time or triggered by target prices. As these functions become more common, trading curves are expected to flatten, and operations should become more uniform throughout the day.

It is important to note that this analysis focused solely on the activity of individual customers on the Bitso platform, excluding corporate client activity. Nevertheless, corporate client activity during traditional office hours provides greater liquidity, resulting in narrower spreads. This could incentivize individual clients to trade during business days and hours.

# 05

## Countries at a glance



# Countries at a glance

In all countries, the geographical distribution of crypto clients follows the general urban population pattern, with capital and economically strong cities being the primary users of cryptocurrencies.

The age group with the highest crypto penetration across all countries was 25 to 34 years old, with the predominant purchasing period occurring in the first two weeks of each month.

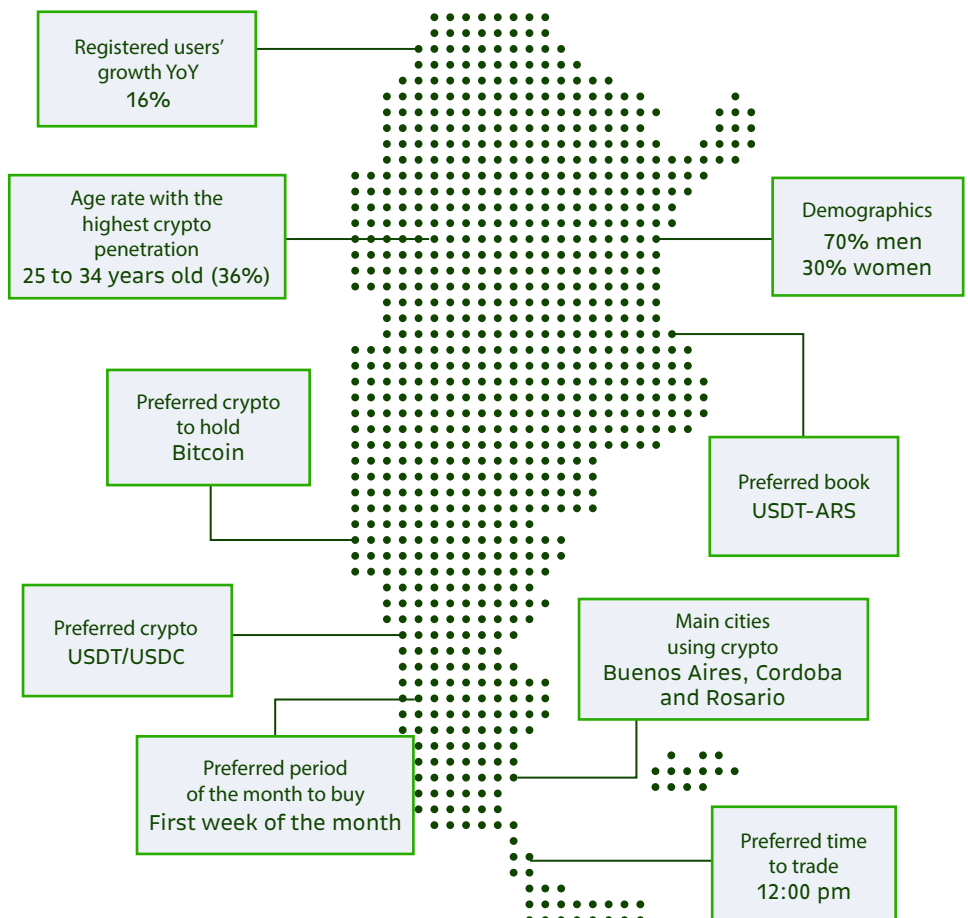
Bitcoin remains the preferred cryptocurrency to hold among the crypto community, although stablecoins are more commonly purchased in countries like Argentina and Colombia.

Below is a country-by-country overview, highlighting key indicators and their changes from one semester to the next.

Year-on-year user growth in Argentina was 16%. The age group with the highest crypto usage continues to be 25 to 34 years old. An interesting gender indicator is that the use of crypto by women increased by two percentage points, comparing data from June 30, 2024, to December 31, 2023.

The preferred trading pair in Argentina is between Argentine pesos and USDT, a reflection of the economic situation marked by high inflation and constant devaluation of the local currency.

## Argentina at a glance

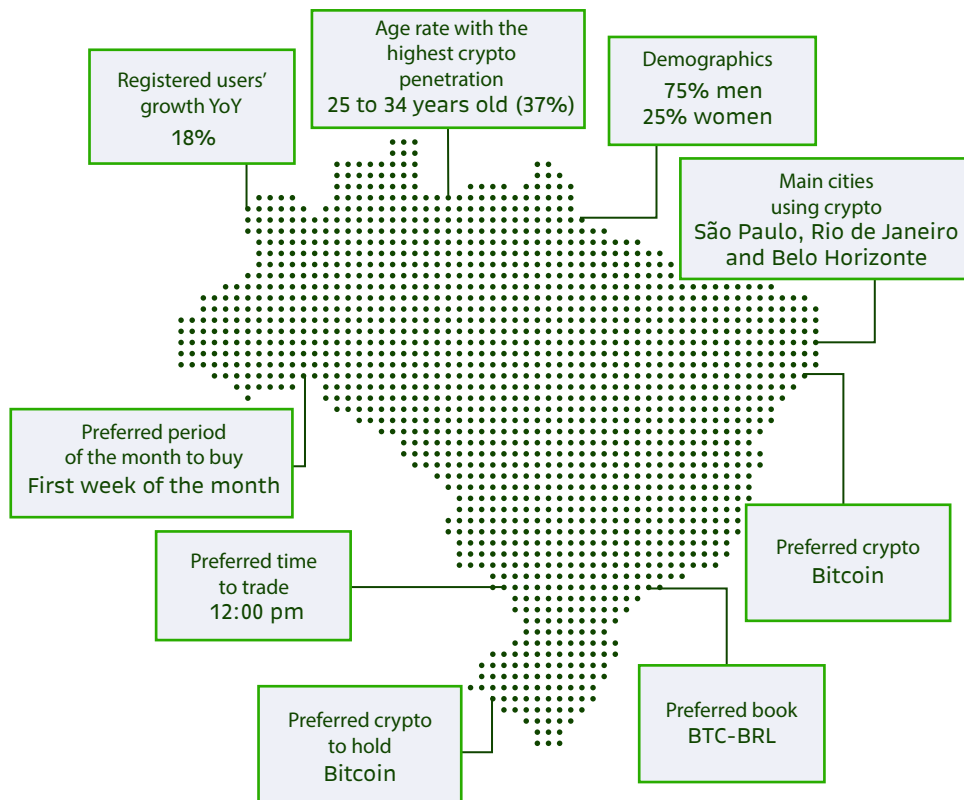




## Brazil at a glance

Most Brazilian clients are in the 25 to 34-year-old segment. However, there was a noticeable change in the gender indicator: at the end of 2023, 31% of crypto users were women, but this dropped to 25% in the first half of 2024.

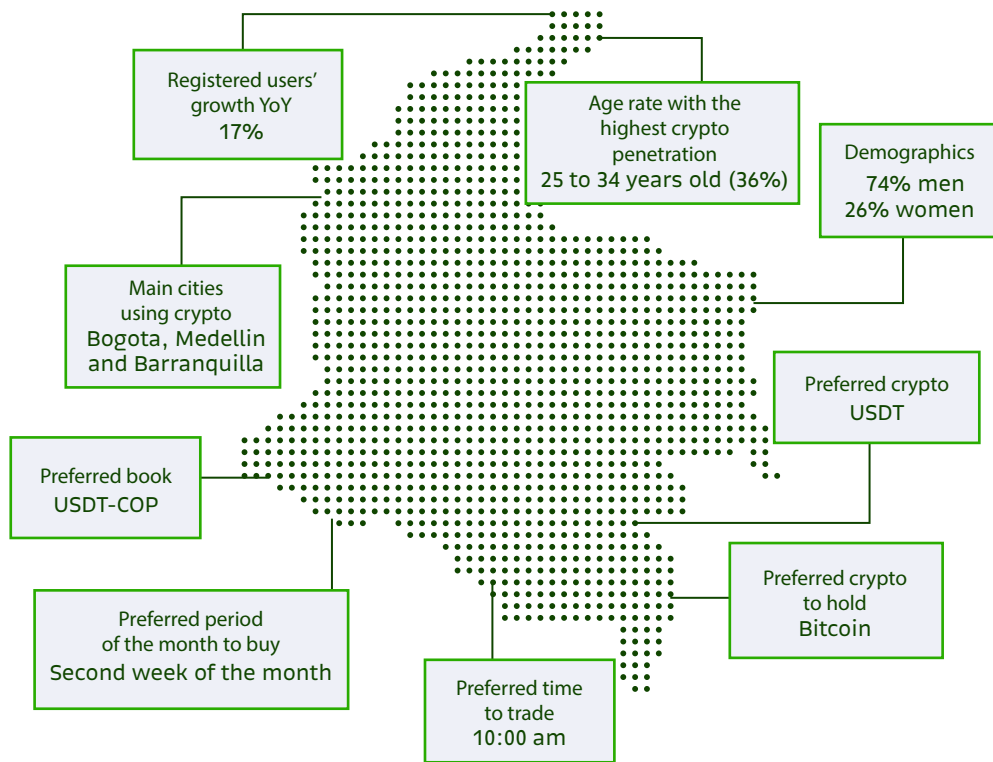
The most notable metric is the year-on-year growth in the customer base. After experiencing a 31% increase by the end of last year, growth in the first half of this year was 18%. While this indicates a decline, it still represents the highest growth rate compared to other countries where Bitso operates.



## Colombia at a glance

The main change in Colombia is reflected in its year-over-year growth rate: at the end of last year, it stood at 60%, while as of June 30 this year, it was at 17%. This percentage is still higher than that of Argentina and Mexico.

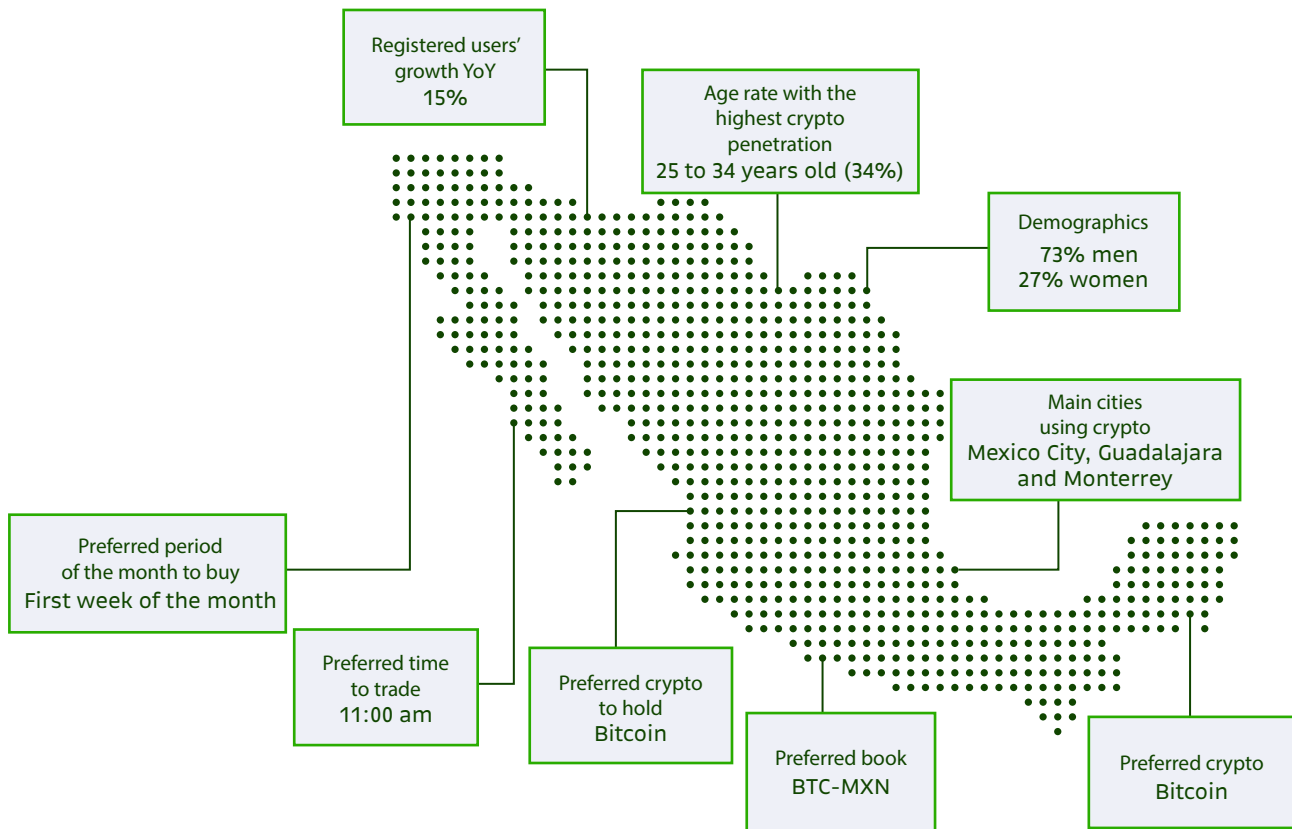
Notably, there has been a reduction in the number of female users, decreasing from 33% in the second half of 2023 to 26% in the first half of this year. In terms of preferences, unlike last year when Bitcoin was the preferred cryptocurrency for purchase, it is now USDT that dominates among the Colombian user community.



## Mexico at a glance

As the country where Bitso has had the longest presence and the largest customer base, Mexico continues to grow, albeit at a slower rate compared to other countries where the company operates. It experienced a 15% year-over-year growth, compared to 18% at the end of the previous year.

A notable change from one semester to the next is the increase in female users. In the second half of 2023, women made up 22% of users, while in the first half of this year, that figure rose to 27%.



# 06

## Final remarks



# Final remarks

Analyzing the use and ownership of cryptocurrencies also allows for the identification of trends related to a country's economic activity, stability, level of financial education and knowledge about cryptocurrencies, its relationship with the dollar and other globally significant currencies, among other factors.

Demographically, there is a gender gap that is narrowing, albeit slowly, while it is evident that cryptocurrencies are predominantly used by young adults in economically active age groups across all analyzed regions.

Despite the existence of over 26,000 cryptocurrencies globally, Bitcoin and ether clearly remain the most evolved and consolidated over time, especially considering the potential impact of the recent arrival of Bitcoin ETFs and the halving effect, as well as the approval of ether ETFs. This report highlights this, showing a slight yet significant growth for Bitcoin.

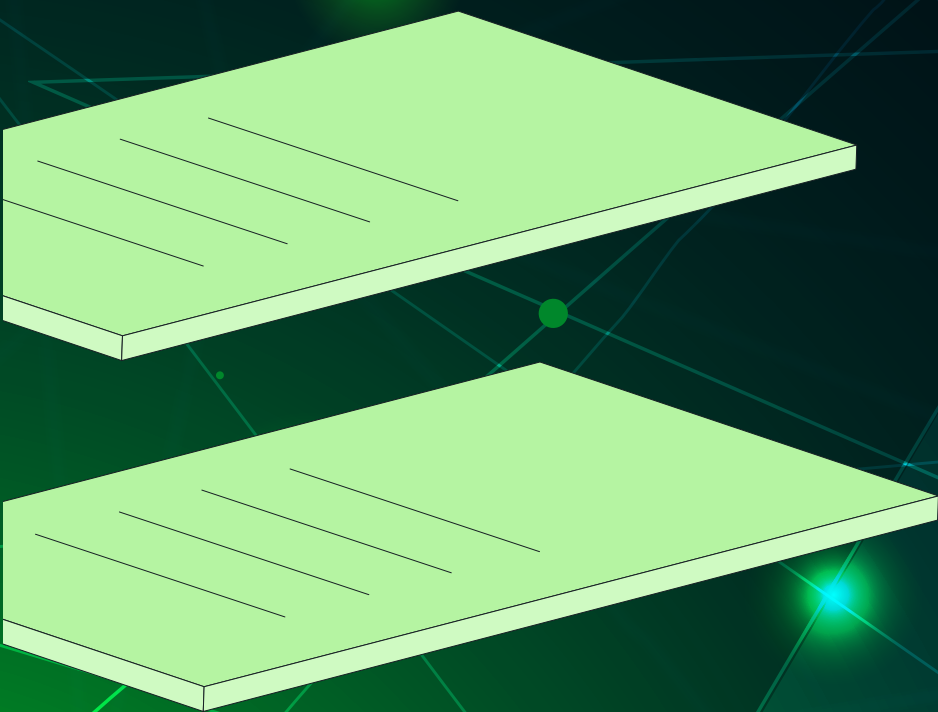
However, altcoins are increasingly present in people's portfolios: a narrative is emerging where memecoins are strengthening, along with the growth of the Solana ecosystem in terms of both holding and trading.

Financial education about cryptocurrencies remains possibly the most crucial aspect in the entire region: better knowledge will lead to greater diversification in the portfolios of those who use and hold cryptocurrencies. Other areas of opportunity include educating about Dollar Cost-Averaging (DCA, an investment strategy where a fixed amount of money is regularly invested in a specific asset to accumulate amounts over the long term) and training on scheduled or programmed conversions.

Looking towards the future of the crypto industry, let enthusiasm prevail. Both towards the second half of 2024, with new all-time highs, and also the extension of ETFs for other tokens, all of which can only bring good news for the crypto industry in 2025 and beyond.

# 07

## Crypto glossary



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# Crypto glossary

**Altcoins:** These are cryptocurrencies other than Bitcoin, abbreviated from "alternative coins." Since they were created after Bitcoin, and due to the significance of this first digital currency, all subsequently created cryptocurrencies are usually grouped under this term.

**Bitcoin:** Created by Satoshi Nakamoto in 2009 to promote a new financial future, refers to the protocol and computer network enabling the cryptocurrency's existence and the asset used for transactions on this network. For this report, it was standardized as "Bitcoin."

**Crypto Whale:** This term refers to an individual, entity, or investment group possessing a substantial amount of a particular digital currency (typically equivalent to \$10 million or more), capable of influencing the market due to their significant size compared to smaller investors (often called "fish").

**Blockchain:** Blockchain is the data structure underpinning cryptocurrencies, storing information on all transactions made with digital money. It also facilitates the creation of smart contracts, which are cryptographically stored in code, enhancing the security of operations.

**Layer 2:** These solutions are built on the base blockchain (Layer 1) to streamline operations and scale transactions. Layer 2 emerged to handle the increasing volume of cryptocurrency transactions, improving speed and reducing costs without compromising security.

**Coin:** Digital assets native to their own blockchains. They operate independently within their networks; examples include Bitcoin (BTC), Ether (ETH), and Solana (SOL). These can be sent, received, and processed in separate ledgers.

**Smart Contract:** Programs stored on the blockchain that automate agreements without intermediaries, enabling payments, transfers, and operations once specific conditions are met. These solutions make processes more efficient and secure.

**Crypto Summer:** Refers to the appreciation in cryptocurrency values following "crypto winters," periods of price decline that encourage purchasing. Although the term is season-related, these cycles in the crypto world can last much longer.

**Ether/Ethereum:** Ether (ETH) is the second-largest cryptocurrency by market capitalization after Bitcoin. It operates on the Ethereum network, created by Vitalik Buterin in 2013, which aims to manage smart contracts that verify transactions on a decentralized network.

**Hodlers:** Individuals who hold onto their cryptocurrencies during market downturns, anticipating a future market recovery. The term comes from a misspelling of "hold" and has become an acronym for "Hold On for Dear Life," reflecting strong market faith.

**Holding:** An investment strategy where digital assets are mined or purchased and held over time, with the expectation that their value will increase. This long-term approach contrasts with trading.

**Pair:** Refers to the combination of two assets exchanged with each other for transactions.

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**Memecoins:** Cryptocurrencies that originate from internet memes. Though initially created as jokes, they have become investment forms. Unlike traditional cryptocurrencies, memecoins are usually unlimited, making them unpredictable and volatile. Investors often use social media to drive up demand through FOMO (fear of missing out).

**Solana:** Solana is a highly scalable network with the cryptocurrency Solana (SOL). Its high performance and transaction speed are due to Proof of History (PoH) and Proof of Stake (PoS), allowing up to 50,000 transactions per second. It has gained popularity due to the diversity of memecoins in its ecosystem.

**Stablecoins:** These are virtual currencies pegged to the value of specific assets or other currencies, such as the US dollar, euro or gold. They use blockchain technology to maintain a stable value, protecting users from market volatility.

**Staking:** A method of earning passive income in decentralized finance by depositing funds to validate blockchain transactions in a Proof-of-Stake (PoS) consensus, rewarding participants for their involvement.

**Liquid Staking:** A variation of staking where users retain access to their funds while they are used to validate network operations. Invested cryptocurrencies are converted into tokens backed by the initial assets, providing liquidity.

**Spread:** The difference between a crypto asset's current market price and the price at which it is bought or sold.

**Gas Fees:** Transaction fees within the blockchain, named for the tokens needed to compensate for the energy spent verifying

transactions. These fees are dynamic and vary with network demand.

**Token:** Units of value within the blockchain, such as NFTs (non-fungible tokens), that can be exchanged for FIAT currencies or other assets. They also represent digital equivalents of stocks, bonds, or investment fund shares.

**Trading:** The buying and selling of digital assets to capitalize on changes in their value. This activity leverages market movements due to new token launches, regulatory changes, and other updates to increase capital gains.

**Web3:** The new generation of the internet based on blockchain technology, enabling decentralized financial services (DeFi) and applications (dApps). It aims to eliminate traditional intermediaries and promote fair, equitable virtual ecosystems.



