

HENRI ARSLANIAN

THE FUTURE OF MONEY

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commentaryTM
CRYPTO CAPSULE

Who is Henri?

- ✔ Over 500k LinkedIn followers
- ✔ Over 50k Newsletter subscribers
- ✔ Keynote speaker
- ✔ Best-selling author
- ✔ University professor
- ✔ Co-founder and managing partner of Nine Blocks Capital Management
- ✔ Social media personality
- ✔ Former PwC Crypto Leader

Henri Arslanian is the co-founder and managing partner of Nine Blocks Capital Management, an institutional-grade hedge fund focused exclusively on digital assets, with a market-neutral crypto fund focused on generating alpha from inefficiencies in crypto markets using relative value, arbitrage, and quantitative strategies.

Henri was previously a partner and global crypto leader at PwC. In that role, he advised many of the world's leading crypto exchanges, investors, financial institutions, and tech firms on their crypto initiatives, as well as numerous governments, regulators, and central banks on crypto regulatory and policy matters.

With over 500,000 LinkedIn followers, Henri is a TEDx and global keynote speaker, a best-selling published author, and is regularly featured in global media, including Bloomberg, CNBC, CNN, BBC, The Wall Street Journal, The Economist, and the Financial Times.

Henri was named by LinkedIn as one of the 2022 global Top Voices in Finance and is the host of the CryptoCapsules™ social media video series as well as The Future of Money podcast and newsletter.

Henri was named by Analytica as the #1 most influential individual on Finance globally on LinkedIn out of 50k+ individuals working at the top professional services and management consulting firms in the world.



Chambers Global named Henri the “highest profile FinTech consultant in Hong Kong,” Blockchain Asset Review named him the “Most Influential Crypto and Blockchain Thought Leader in Asia,” and Asian Private Banker awarded him the “FinTech Changemaker of the Year” award.

Henri is the author of numerous best-selling crypto and fintech-related books, including “The Book of Crypto” (Palgrave, 2022), which became a global top 10 best-seller in financial services, and “The Future of Finance” (Palgrave 2019, Palgrave), which became not only a global top 10 best-seller in financial services but was also recognized as one of the “Best FinTech Books of All Time” by Bookauthority.

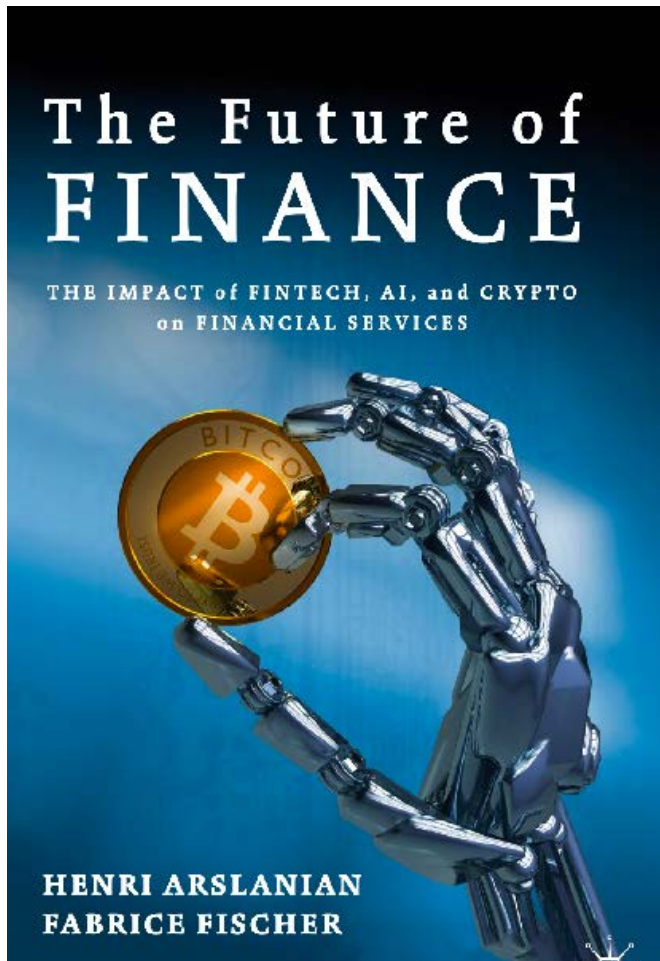
Henri was elected as the first Chairman of the FinTech Association of Hong Kong. He is also an appointed member of Hong Kong securities regulator SFC FinTech Advisory Group, the Hong Kong central bank’s Institute for Monetary and Financial Research council of advisers, and the Dubai DIFC innovation panel. He is also an Adjunct Professor at the University of Hong Kong, where he teaches the first FinTech university course globally.

Henri started his career as a financial markets and funds lawyer in Canada and Hong Kong before joining UBS Investment Bank’s prime brokerage capital consulting team.

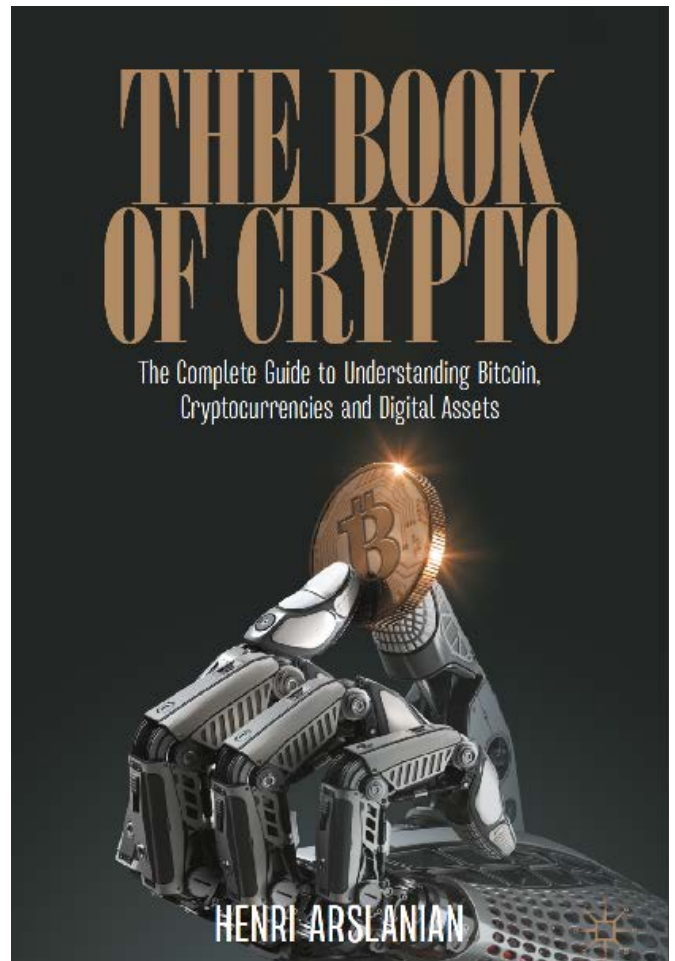
Henri speaks five languages, including English, French, Armenian, Spanish, and Mandarin Chinese.

He holds a Master’s in Chinese Law from Tsinghua University; a joint Global Executive MBA from Columbia Business School, London Business School, and Hong Kong University; a Bachelor of Law from the University of Montreal (Dean’s List of Excellence), and a Master’s in Transnational Law from the University of Sherbrooke, where he was awarded the Governor General of Canada Gold Medal for Academic Excellence for having graduated with the highest grades of the university.





Henri's first book "The Future of Finance: The Impact of FinTech, AI and Crypto on Financial Services" published by Palgrave Macmillan, was ranked as one of Amazon's global top 10 best-sellers in financial services and was recognized as one of the "Best FinTech Books of All Time" by Bookauthority.



Henri's latest book "The Book of Crypto: The Complete Guide to Understanding Bitcoin, Cryptocurrencies and Digital Assets" published by Palgrave Macmillan, was ranked as one of Amazon's global top 10 best-sellers in financial services and the #1 new release globally in financial services.

1 Latest Global Crypto Trends: From Bitcoin and CBDCs to DeFi and NFTs – what you need to know!

In this dynamic keynote, Henri shares the latest global developments taking place in the broader digital assets space and demonstrates to the audience why crypto is here to stay and why its impact may be felt by everyone sooner than expected.

The keynote covers the latest developments taking place in digital assets with regulators, central banks, tech firms, traditional financial institutions, crypto exchanges, crypto investors, crypto asset managers, and other relevant verticals of the crypto ecosystem. In this dynamic keynote, the audience will understand the impact that the developments in the broader crypto ecosystem will have on the future of finance, from Bitcoin and CBDCs to NFTs and DeFi as well as the impact of enhanced regulations and institutionalization.

This keynote is ideal to awaken the audience to the level of sophistication in the crypto ecosystem, its latest trends, and their impact on the future of finance. As this is a new topic for many audiences, it can be particularly eye-opening and insightful.

Length: Available in formats from 15 to 60 minutes

- ✓ *Can include videos*
- ✓ *Can be tailored for beginners or advanced audiences*
- ✓ *Customised length and areas of focus can be tailored upon demand*

Sample Videos

- [How knowledgeable are regulators on crypto?](#)
- [Latest global developments with crypto exchanges](#)

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Introduction to Bitcoin, Blockchain, and Cryptoassets

This presentation, inspired by Henri's fintech and crypto courses at the University of Hong Kong and his latest book, provides the audience with all the essential knowledge they need to understand Bitcoin and the broader digital assets space including: How Bitcoin works, What is crypto mining, The evolution of cryptocurrencies, Types of cryptoassets, ICOs/STOs/IEOs, Crypto exchanges, Crypto funds, Central bank digital currencies, decentralised Finance (DeFi), NFTs, and more. It also reveals the latest global crypto developments – from Facebook's Libra to central bank digital currencies – and explains their impact on traditional finance.

This presentation can be delivered as either a keynote or an educational workshop. At the end, the audience will have a good understanding of the how, what, and why of cryptoassets and be able to understand their impact on the future of finance.

Length: Available in formats from 45 minutes to 3 hours

- ✓ *Can include videos*
- ✓ *Can be tailored for beginners or advanced audiences*
- ✓ *Customised length and areas of focus can be tailored upon demand*

Content

Henri was named by LinkedIn as one of the global Top Voices in Economy & Finance and is the host of the CryptoCapsules™ social media series as well as The Future of Money Podcast and Newsletter.

The following options are available (subject to discussion):

On-site interviews with speakers

Henri may be available to conduct interviews with speakers at your event. Henri maintains full discretion on whom he accepts to be a guest on his show, but suggestions by organizers are welcome. The average video receives around 10,000 views in the first 72 hours. You'll find numerous examples of such interviews on [Henri's LinkedIn](#) or [YouTube](#) pages.

Behind-the-scenes footage

Henri can film some behind-the-scenes footage on how he prepares for the keynote, his interaction with the conference organizers and fellow speakers, his interaction with the audience, and broader interaction at the event. This provides a more human element and more insider content for organizers. For example, see [Behind the Capsules](#).

Post-event social media sharing

Henri can share soundbite excerpts of his keynotes following the event. This provides event organizers with brand awareness and knowledge for the months following the event. There are numerous examples on Henri's YouTube page.

LinkedIn Live broadcast

Due to his large following, LinkedIn has provided Henri with live broadcast access. This enables him to broadcast keynotes or interviews on social media including LinkedIn.

Event takeaways

Henri can film a short video summarizing the conference or his main takeaways. He does this regularly for high-profile conferences globally, from the [Milken Summit](#) in Los Angeles to the World Economic Forum in [Davos](#). This ensures traction with an interested audience who may wish to attend the next year's events.

Multilingual content production

Henri's content can be translated in various languages depending on your needs and shared globally. For example, in addition to Henri's main YouTube channel in English, he also has YouTube channels in French, Arabic and Mandarin Chinese.