

# Huobi Rebrands to HTX, Unveils Global Expansion Roadmap



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Dear Users,

As the world's leading virtual assets exchange, Huobi launches a refreshed branding strategy on September 13, 2023, where "Huobi" will be rebranded as "HTX", our new global brand.

## HTX: A New Global Brand

"H" stands for Huobi, "T" represents TRON with a commitment to being all in TRON, and "X" stands for the exchange. Looking at HTX through the combination of HT and X, HT represents the native token of the platform while X symbolizes the exchange. Hence, HTX is an exchange with its native token of HT. On the other hand, X is the Roman numeral for 10, which pays tributes to HTX's 10th anniversary. It is a new era for the platform with synergy between HTX, TRON, and Poloniex. There is also a brand new slogan - "HTX, Just Trade It".

## New Mission in New Era

HTX's new mission is to build a metaverse free port with a vision to achieve financial freedom for 8 billion people on earth. HTX is embarking on a growth strategy of "global expansion, thriving ecosystem, wealth effect, and security and compliance."

HTX plans to expand business globally by venturing into new markets with promising prospects across various countries and regions while maintaining a balanced growth. HTX aims to keep ahead of the latest developments in the crypto market. With a primary focus on growth and profitability, HTX is providing users worldwide with professional services and a diverse product lineup, including PrimeVote, Flexi Max, Shark Fin, and more. HTX will also strategically partner with public chains like TRON, cross-chain protocols like the BitTorrent Chain, as well as stablecoin projects such as TrueUSD. HTX will continue to expand partnerships with different projects, public chains, stablecoins, and foster a multi-dimensional business ecosystem through collaborative efforts.

HTX selects premium new assets worldwide by focusing on quality and timeliness. We wishes to empower the community to choose which assets they want to list. After the rebranding, HTX's listing strategy will start a new phase by expanding its ecosystem with new assets listings. We will select premium and popular assets from around the world by introducing all-star projects that come with volume, popularity, and new trends. Additionally, HTX will deepen collaborations with mainstream ecosystems, including but not limited to public chain, Layer 2, and memecoins. At the same time, we will continue to enhance core products such as PrimeVote and PrimePool and will do whatever it takes to empower the community to decide which assets to list.

HTX is also striving to promote the sustainable growth of decentralization by reducing the risk of centralized crypto trading for users and enhancing its efforts on asset security. We will globally distribute user assets through a decentralized custody system, with 24/7 customer service. This will ensure the platform stays operational in the event of policy changes in any single country or region. HTX will also provide regular updates of Merkle tree-based Proof of Reserves and establish risk reserve and liquidity funds.

HTX

September 13, 2023