

drofácomms

a PR firm
*for eminent
finance
and fintech
brands*

FINANCIAL COMPANIES TRUST US
THE FORMATION OF THEIR GLOBALLY
RECOGNISABLE BRAND.



drofácomms

about us *in a nutshell*

founded in *2011*

a team of *30+* pros

members of prca, ipra,
forbes council, crypto uk

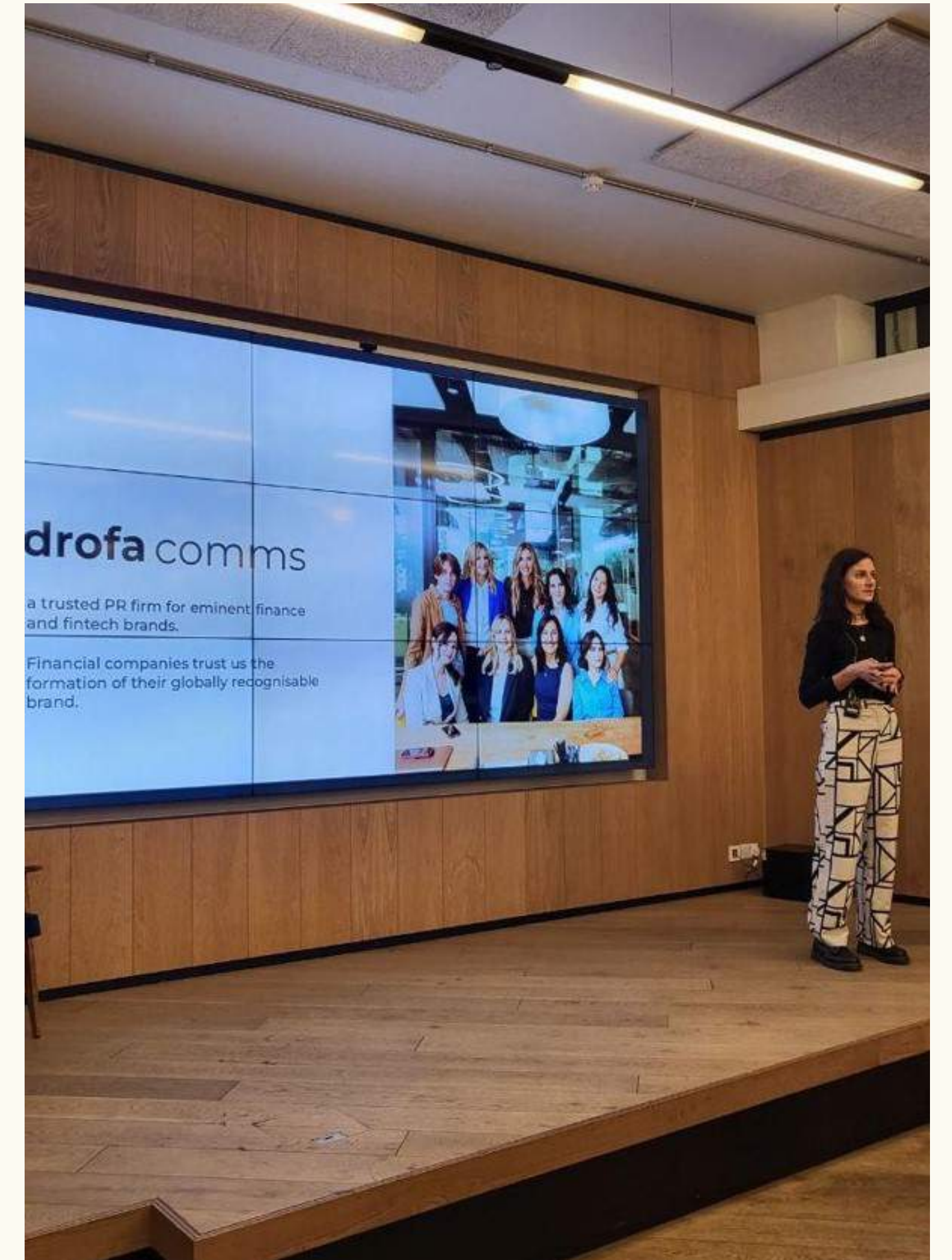
our clients:

fintechs ▪ digital assets solutions ▪ blockchain ▪
trading platforms ▪ exchanges ▪ payment
solutions ▪ investment banks ▪ AMCs and AIFs



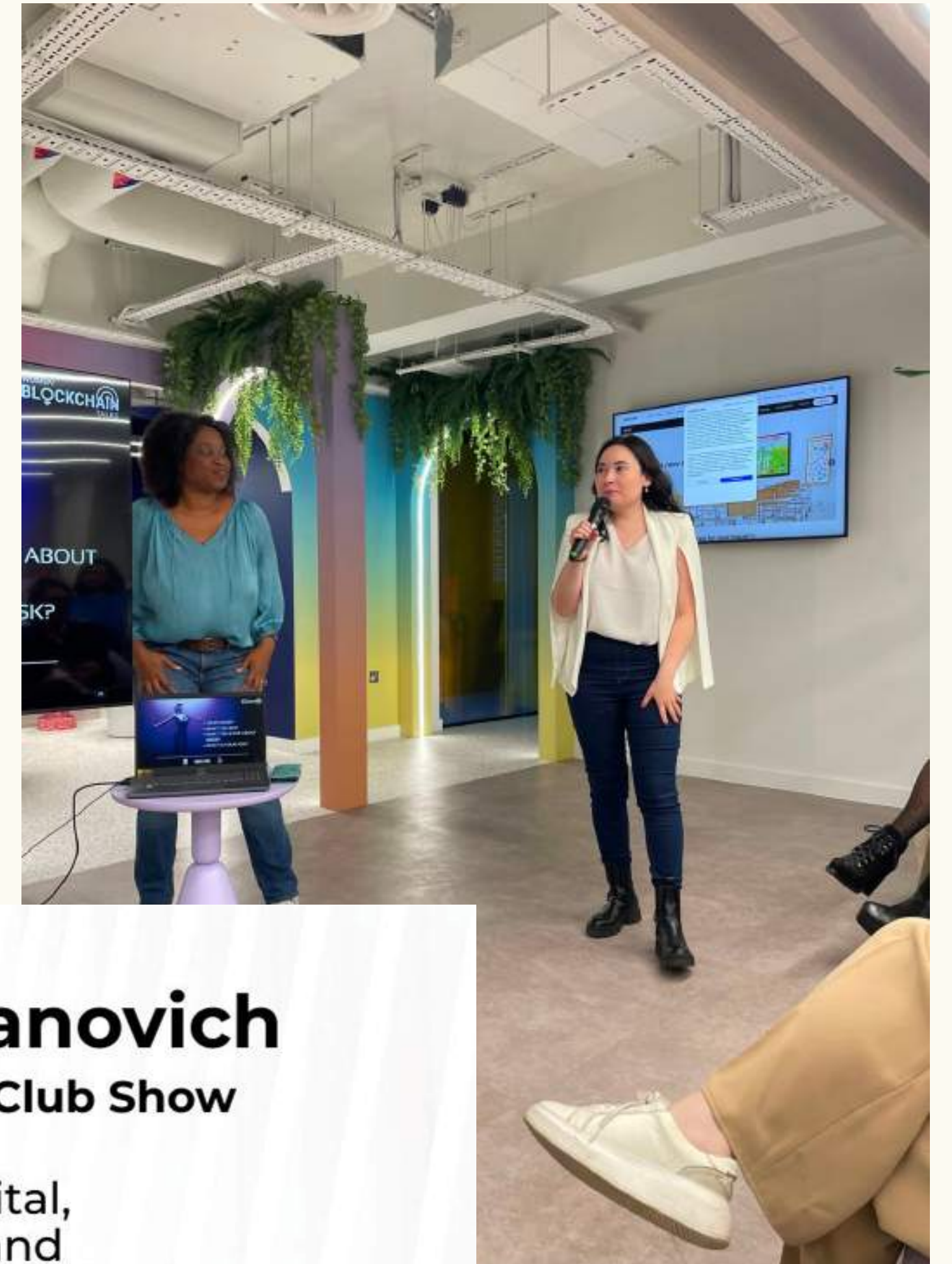
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 **Masha Balanovich**
at The N@ked Short Club Show

about reputation capital,
consistent narrative, and
transparency in communications

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DOCKSIDE WEB3 KICKOFF PARTY

KEYNOTE SPEAKER

MON 2 OCT @ 8:00

MASHA BALANOVICH
PR ADVISER AND BUSINESS DEVELOPMENT LEAD, DROFA COMMS

LONDON WEB3 WEEK CRYPTO MONDAYS LONDON LIVE 5PM-12PM @ DOCKSIDE VAULTS



Forkast.News
3,950 followers
8mo • 🌐 [+ Follow](#)

Women currently hold only 26.7% of **#tech**-related jobs.

#Crypto tends to be more welcoming to women than trad ...see more

MASHA BALANOVICH
EXTERNAL COMMUNICATIONS MANAGER, DROFA COMMS

REPORT: LARGEST CRYPTO FIRMS HAVE AT LEAST ONE FEMALE BOARD MEMBER 4:02

THE DAILY FORKAST

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founders



VALENTINA DROFA

- Entrepreneur and business leader with over 20 years of working with financial companies
- PhD in Economics
- Financial market consultant



MARY POLIAKOVA

- PR pro with global campaigns for FinTech, Finance, and IT sectors
- Over 15 years in financial journalism
- Decade-long tenure as C-level manager in fintech firms

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mission

Since 2011, we've been making financial companies and their leaders renowned by showcasing their products, services, and technologies to a global audience, making them accessible to people worldwide.

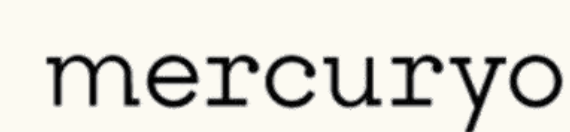
core values

Honesty
Responsibility
Respect
Improvement
Initiative

our client *portfolio*

Being a niche PR firm focusing on financial services, fintechs, and digital assets solutions, our clients are

- investment banks
- asset managers
- crypto exchanges
- blockchain solutions
- trading platforms
- payment solutions



case studies

dofácomms

saxo bank case:

launch in eastern
europe & altering
audience perception
toward fx



~360 unique
publications
in 3 years

3 published books on trading
and world exchanges
translated into 5 languages

2 roundtables and 2 international press tours
with opinion leaders, traders, and reporters
from the Eastern European market

Saxo Bank: a Danish investment bank
specialising in online trading and investment

Drofa Comms: a leading PR & comm partner in Eastern Europe for 3 years,
delivering trading media coverage and 10 unique monthly publications

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e-toro *case:* launch *in* Eastern Europe

237 uniques
publications
in 1,5 years

3 embargo campaigns
and exclusive
announcements

Thought leadership campaign for
Yoni Assia, CEO of e-Toro, across
Eastern Europe

e-toro case: launch *in* Eastern Europe

Press conference
featuring the regional
Head of e-Toro and
partnership between
the company and
a leading Eastern
European bank



CEX.IO *case:*

expanding European offerings
& UK institutional product
launch

263 unique publications in 1 year (Bloomberg, Forbes, CNN, Business Insider, Finance Magnates, The Independent, The Telegraph, Reuters)

22 unique
monthly
publications

6 speakers across
the markets &
topics of expertise

CEX.IO: a global ecosystem of products and services that connects people and businesses to the cryptocurrency economy and decentralised finance aimed at retail, enterprise, and institutional customers

Drofa Comms: a leading PR & comm partner in the UK and Eastern Europe for 2 years

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CEX.IO case: publications

The screenshot shows the Cointelegraph website interface. At the top, there's a dark header with the Cointelegraph logo and tagline 'The future of money'. To the right, a table displays cryptocurrency prices: BTC at \$28,679 (+1.35%), ETH at \$1,559 (-0.55%), BNB at \$211 (-0.09%), and XRP at \$0.49 (-0.43%). Below this is a navigation menu with categories like News, Markets, Magazine, People, Cryptopedia, Research, Video, and Podcasts. The main content area features a 'RESEARCH by COINTELEGRAPH' banner with the subtitle 'YOUR GATEWAY INTO THE WORLD OF WEB3 INSIGHTS'. The article is by Konstantin Anissimov, published on Dec 02, 2020. The title is 'Institutional investors won't save crypto, but they will help it grow'. A sub-headline asks 'Institutional players are coming to the crypto ecosystem, but how will they impact the industry? Will they boost it or collapse it?'. Below the text, there are statistics: 14185 Total views and 35 Total shares. A 'Listen to article' button and a play icon are visible, along with a 6:14 duration indicator. The bottom of the article shows a colorful illustration of a building structure.

OPINION – COINTELEGRAPH

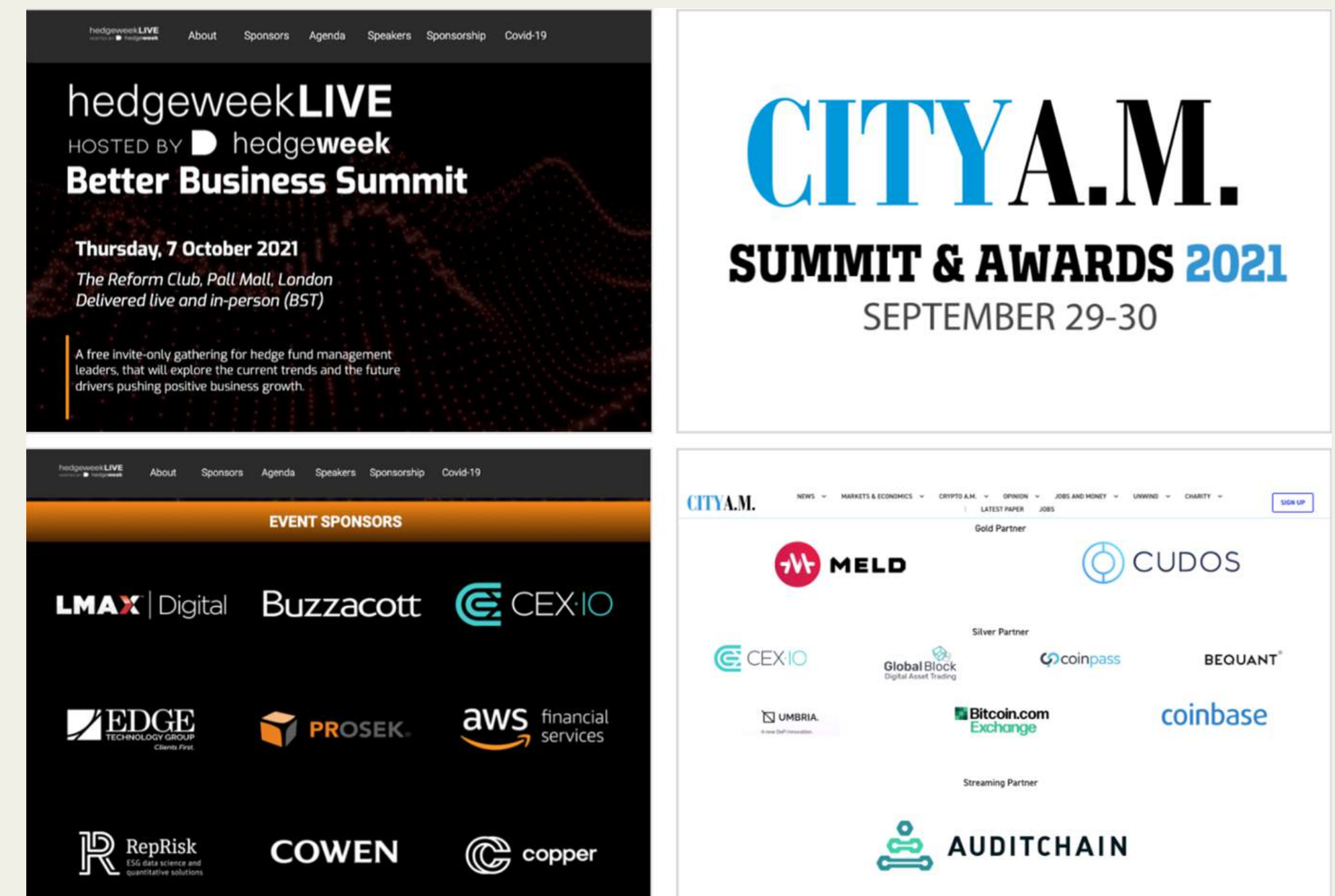
The screenshot shows the MoneyWeek website interface. At the top, there's a white header with the MoneyWeek logo and tagline 'The future of money'. To the right, there's a 'SUBSCRIBE' button and a 'Newsletter sign up' link. Below this is a navigation menu with categories like NEWS, SHARE TIPS, INVESTING, PERSONAL FINANCE, ECONOMY, PROPERTY, MORE, and WEALTH SUMMIT. The main content area features a 'TRENDING' section with links like 'State pension: triple lock', 'Share tips', 'What to do with old £20 notes', and 'Best one-year fixed savings accounts'. The article is titled 'A beginner's guide to bitcoin: what is bitcoin?'. The sub-headline asks 'As a completely novel concept for many people, bitcoin can take a little effort to get to grips with. In the first of a short series on the cryptocurrency, Dominic Frisby explains just what it is, and why you should take notice of it.' Below the text, there are social media sharing icons for Facebook, Twitter, and LinkedIn, along with a 'Newsletter sign up' link. The article is titled 'The best exchanges to use to buy bitcoin'. The sub-headline asks 'There are so many exchanges now, and they all have their pros, cons and idiosyncrasies. The best for UK investors are probably any of Gemini, Kraken, Bitfinex, CEX.io, Bitstamp, SFOX, Crypto.com, Poloniex, Bittrex and eToro. Opening an account is a bit tiresome with all the ID checks – generally, the more you want to buy, the more paperwork you have to fill in. And do make sure you set up 2 or 3FA, although most exchanges insist on it.'

INTERVIEW – MONEYWEEK

CEX.IO case: publications



CITY AM – FEATURE



HEDGEWEEK AND CITY AM NICHE EVENTS FEATURES

xive case:

transforming audience perception
toward Bitcoin mining via thought
leadership

31 unique publications in 6 months
(The Block, Benzinga, Cointelegraph,
Blockworks, Forbes Advisor, Seeking Alpha)

37x
volume of
mentions growth

8x
presence
score growth

Xive: a Bitcoin joint mining company headquartered in Astana, Kazakhstan. The company provides easy and efficient group mining services and develops a transparent and fully automated mining web platform

Drofa Comms: a leading PR & comm partner, with a campaign focusing on the executive communications for the company's CEO in the U.S. market

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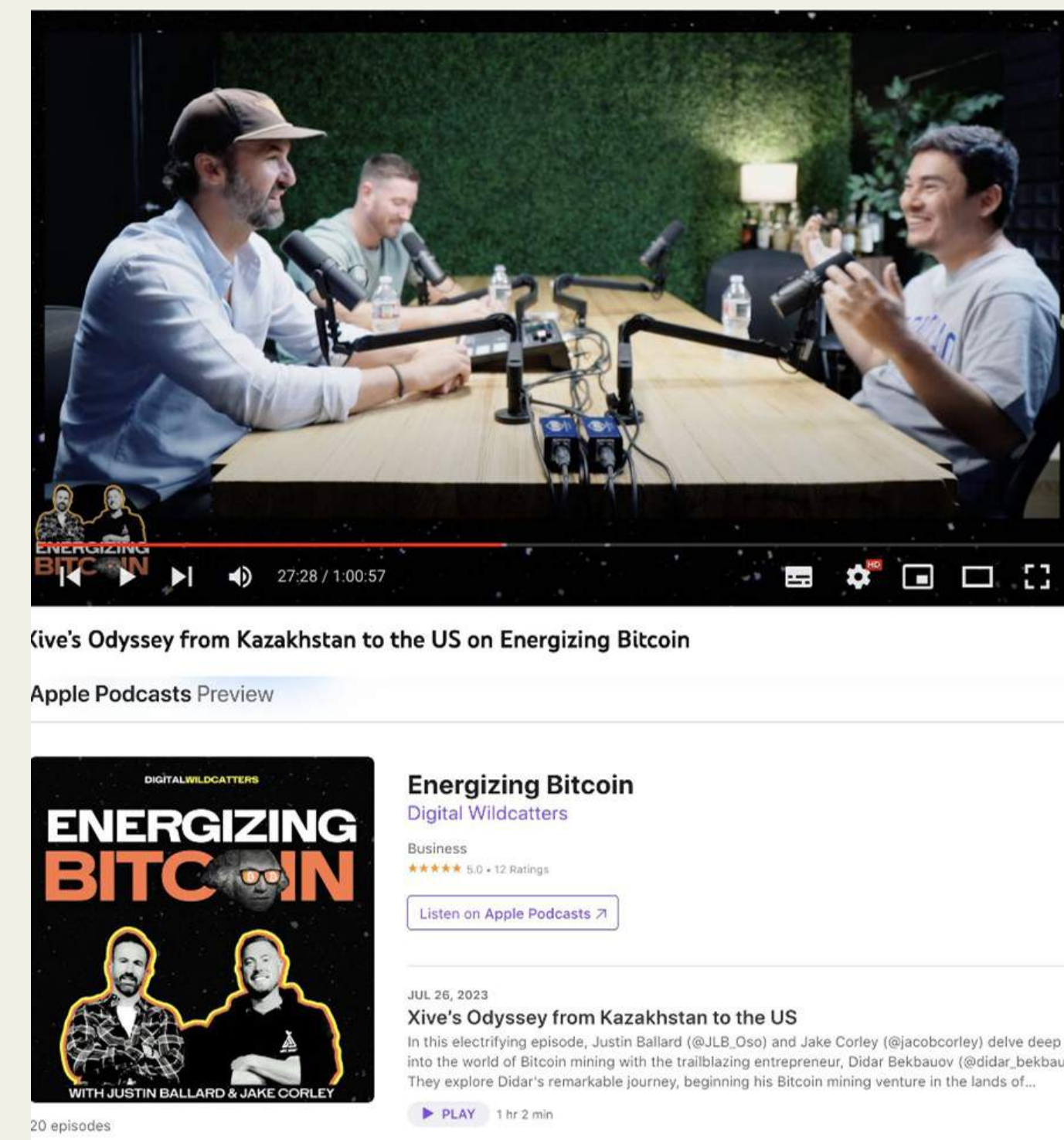
xive case:

thought leadership publications



The screenshot shows the top navigation of The Block website with links for Data, Reports, Podcasts, and Events. Below the navigation is a menu with categories like COMPANIES, CRYPTO ECOSYSTEMS, DEALS, MARKETS, METAVERSE & NFT, and POLICY. A news ticker displays headlines such as 'MetaMask intellectual property: CoinDesk' and 'KuCoin to halt bitcoin and lit'. Cryptocurrency prices are listed: 45.00 (0.11%), ETHUSD \$ 1,835.74 (-0.27%), and LTCUSD \$ 86.33 (-1.30%). The main article is marked 'EXCLUSIVE' and titled 'Mining 2.0: Repurposing crypto rigs for AI'. A 'QUICK TAKE' section contains two bullet points: 'Bitcoin miner Xive is among a growing number of crypto mining firms looking to repurpose unused or inefficient crypto mining rigs for AI.' and 'In an interview, founder and CEO Didar Bekbauov also discussed the growing trend of using hydro cooling solutions in mining operations, regulatory concerns for the industry and spot bitcoin ETF excitement in a wide-ranging interview.'

INTERVIEW – THE BLOCK



The screenshot shows a video player with a recording session. Three men are seated around a table with microphones. The video title is 'Xive's Odyssey from Kazakhstan to the US on Energizing Bitcoin'. Below the video is an 'Apple Podcasts Preview' section for the 'Energizing Bitcoin' podcast by Digital Wildcatters. The podcast cover art features two men and the text 'WITH JUSTIN BALLARD & JAKE CORLEY'. The episode title is 'Xive's Odyssey from Kazakhstan to the US' and the duration is 1 hr 2 min.

PODCAST – ENERGIZING BITCOIN

xive case: thought leadership publications

The image shows a screenshot of a Cointelegraph article titled "Bitcoin mining is becoming more environmentally friendly" by Didar Bekbaurov, dated July 19, 2023. The article text states: "Bitcoin mining is becoming more sustainable thanks to things like hydro-cooling farms and associated petroleum gas — undermining environmental criticism." Below the article, there are two social media posts from Cointelegraph. The left post is a pinned message with the text: "Bitcoin mining is going green! Thanks to hydro-cooling farms and associated petroleum gas, the environmental impact is being undermined." The right post is a screenshot of the article's content with the text: "Bitcoin mining is becoming more environmentally friendly. Bitcoin mining is becoming more sustainable thanks to things like hydro-cooling farms and associated petroleum gas — undermining environmental criticism." The Cointelegraph logo and navigation menu are visible at the top of the article page.

OPINION – COINTELEGRAPH

The image shows a screenshot of a Blockworks article titled "Ordinals deserve a red carpet welcome" by Didar Bekbaurov, dated July 1, 2023. The article text states: "No matter what some critics might think, Bitcoin miners should welcome Ordinals with open arms." The author bio for Didar Bekbaurov reads: "Didar Bekbaurov is the founder and CEO of Bitcoin group mining company Xive. He is an entrepreneur with 10 years of leadership experience and a Bitcoin miner. Bekbaurov has a strong financial background attaining a UK Master's degree in Financial Management. He also acts as a mentor at the Founder Institute startup accelerator program in Houston, Texas." The Blockworks logo and navigation menu are visible at the top of the article page.

OPINION – BLOCKWORKS

coinspaid case:

crisis PR amid a \$37M hack

Availability 24/7
during the time
of crisis

Released an official
statement within 4
days of the attack

1 interview & 4
features within a
month post-hack

CoinsPaid: the largest crypto payment ecosystem that provides solutions for individual clients and enterprises to smoothly integrate crypto into business and daily life.

Drofa Comms: a leading PR & comm partner for 15 months.

drofácomms

coinspaid case: crisis PR amid a \$37M hack



THE BLOCK

News ▾ Data ▾ Reports Podcasts Events Learn ▾ Newsletters

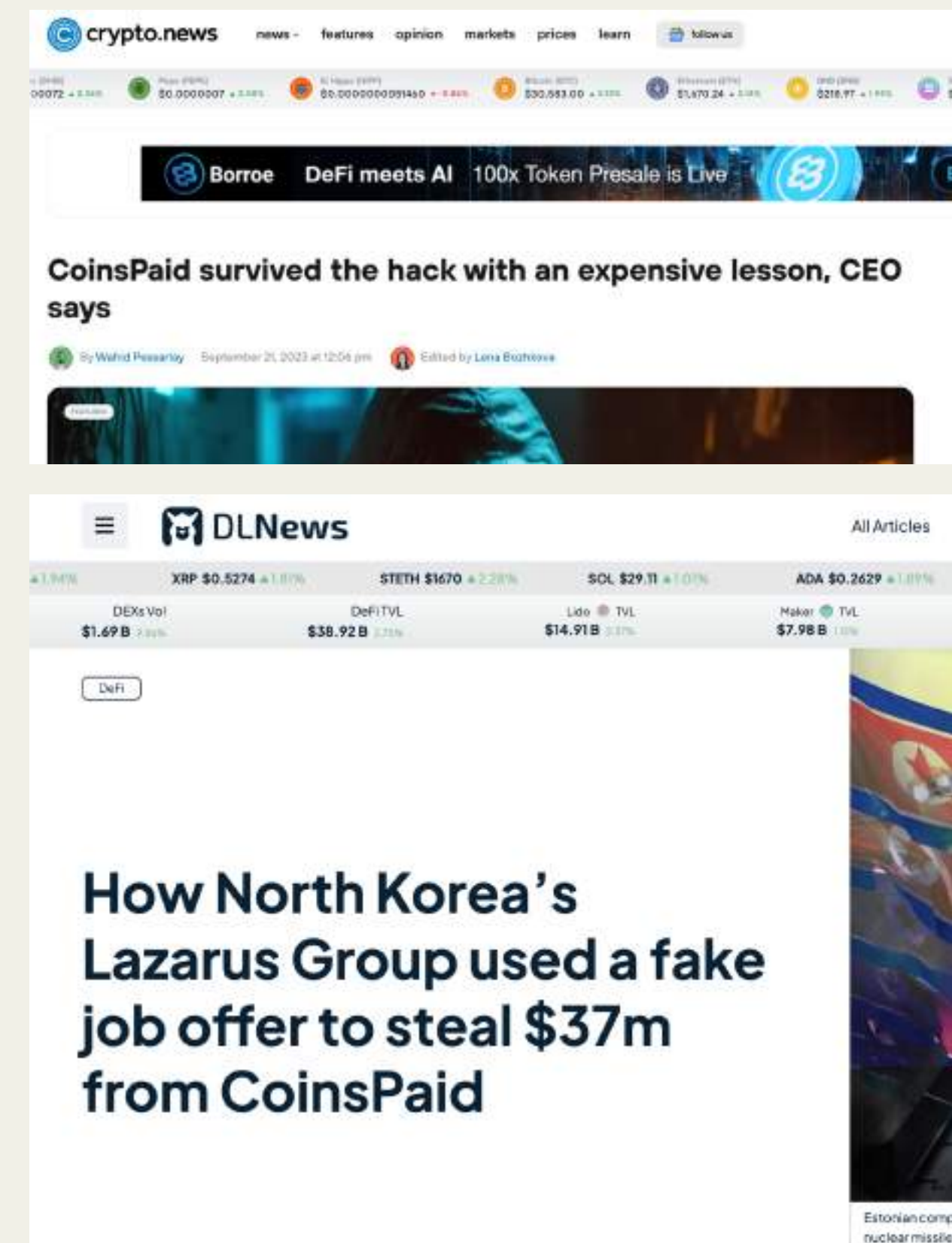
559.50 2.32% ETHUSD \$1,667.18 1.58% LTCUSD \$65.80 1.85%

CoinsPaid sees humans as the 'weakest link' when it comes to emerging hacking threats

by [James Hunt](#)

SECURITY • SEPTEMBER 20, 2023, 11:56AM EDT

Published 1 MINUTE EARLIER on **THE BLOCK PRO** →




crypto.news news - features opinion markets prices learn [login](#)

Borree DeFi meets AI 100x Token Presale is Live

CoinsPaid survived the hack with an expensive lesson, CEO says

By [Wahid Pessariy](#) September 21, 2023 at 12:04 pm Edited by [Lena Buthweis](#)



DLNews All Articles

XRP \$0.5274 +1.81% STETH \$1670 +2.28% SOL \$29.11 +1.01% ADA \$0.2629 +1.81%

DEXs Vol \$1.69 B +2.95% DeFi TVL \$38.92 B +2.75% Lido TVL \$14.91 B +2.17% Maker TVL \$7.98 B +1.02%

How North Korea's Lazarus Group used a fake job offer to steal \$37m from CoinsPaid

Estonian comp. nuclear missile

where *our expertise* lies

1. PUBLIC RELATIONS
2. EXECUTIVE COMMUNICATIONS AND THOUGHT LEADERSHIP
3. STRATEGIC PR CONSULTING
4. BRAND AND NARRATIVE BUILDING
5. CRISIS MANAGEMENT
6. IN-DEPTH CONTENT CREATION
7. EVENT AND AWARDS SUPPORT

pr campaign *highlights*

2023

The number of SDX publications increased **30x** comparing to the previous period.

We supervised 15 unique materials, arranged and conducted 7 interviews, organised 2 trainings and provided consultations for the team.

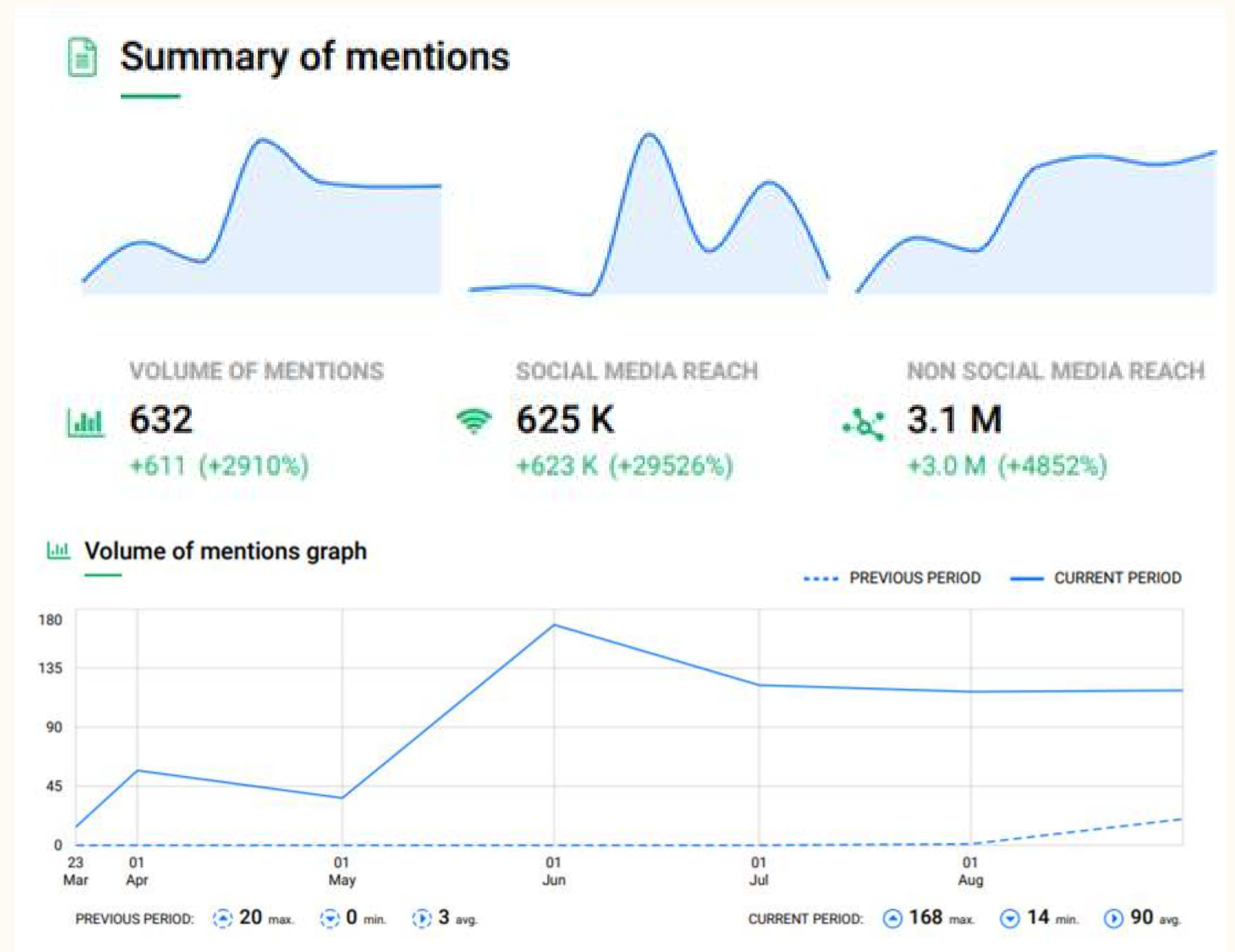
- March:
SDX had 62 mentions in the web.
- During April-September:
SDX had **632 mentions** in the web.

volume of mentions

Before we started and after

During the period from March to September 2023, the growth of SDX mentions amounted to 2910%.

Total number of mentions is **632**.



sdx news

Drofa Comms initiated and offered PR support for each company's news announcement—embargoed, Tier-1 interviews, CBDCs news promotion, etc.



FINANCE MAGNATES News Education Directory Events Intelligence Market News by forexlive

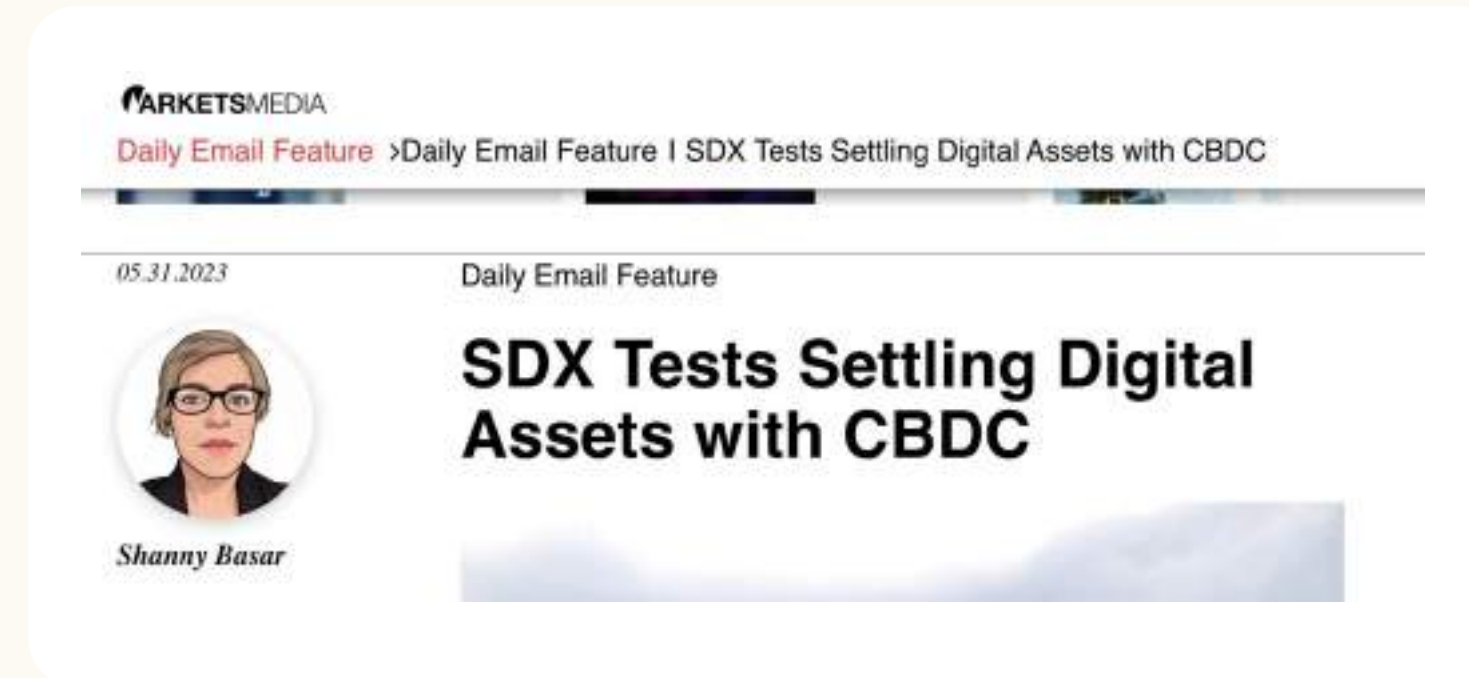
FM Home > CryptoCurrency > SDX Leads the Charge in Adopting Crypto Digital Token Identifier Standard

SDX Leads the Charge in Adopting Crypto Digital Token Identifier Standard

Wednesday, 16/08/2023 | 11:00 GMT by Damian Chmiel

The exchange becomes the first in the industry to adopt the DTI standard fully.


ESMA promotes the use of DTI among European and international crypto companies.



MARKETSMEDIA

Daily Email Feature > Daily Email Feature | SDX Tests Settling Digital Assets with CBDC

05.31.2023 Daily Email Feature



Shanny Basar

SDX Tests Settling Digital Assets with CBDC



CryptoPotato Everything hot in crypto

Crypto News Margin Trading Guides

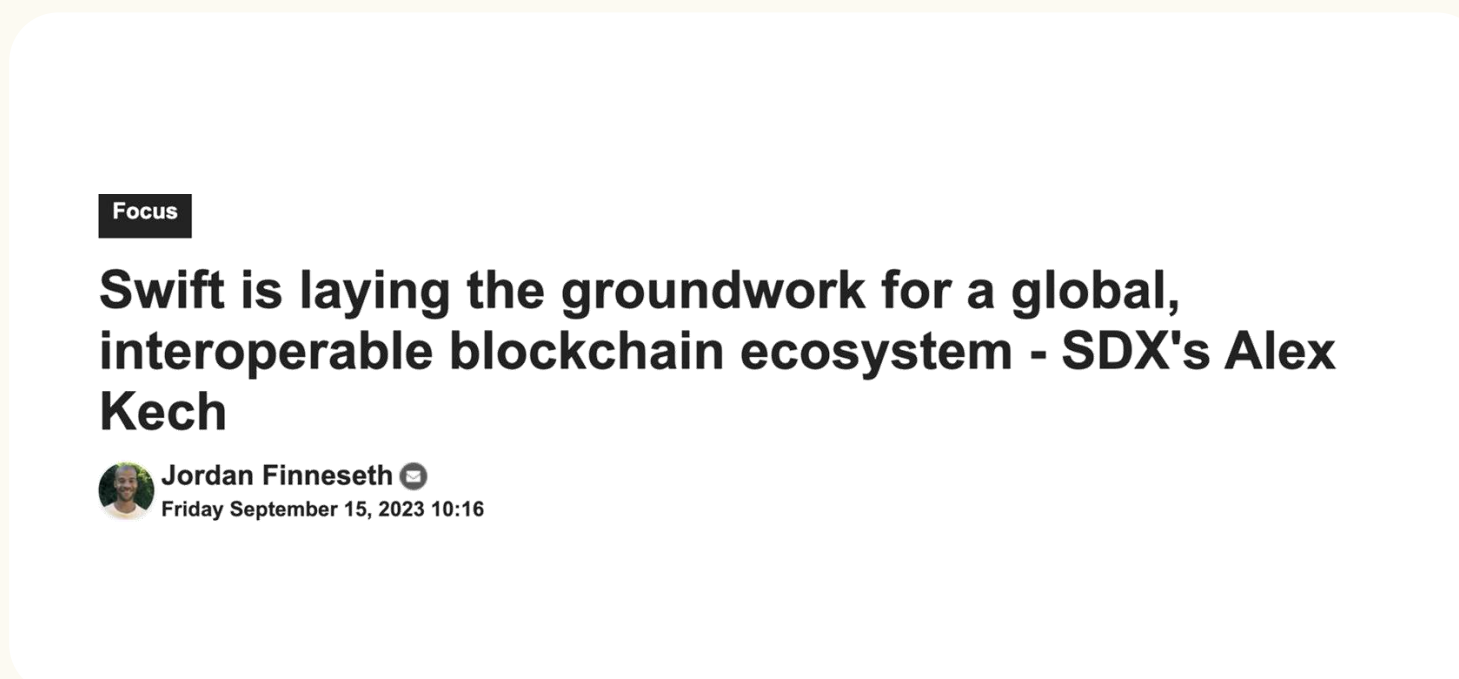
Market Updates BTC Analysis ETH Analysis XRP Analysis Interview

HOME > CRYPTO NEWS > EXPLORING CBDCs: CRUCIAL SOCIAL EXPERIMENT OR DIGITAL ENSLAVEMENT

Exploring CBDCs: Crucial Social Experiment or Digital Enslavement

Author: Chayanika Deka • Last Updated Jun 22, 2023 @ 07:51

The privacy factor of CBDCs will ultimately prove to be the biggest bone of contention.



Focus

Swift is laying the groundwork for a global, interoperable blockchain ecosystem - SDX's Alex Kech

Jordan Finneseth

Friday September 15, 2023 10:16



THE DAILY HODL

News and Insight for the Digital Economy

FEATURES HODLX INDUSTRY ANNOUNCEMENTS CRYPTO MARKETS BEGINNERS SUBMIT EM

From Blind Confidence to Educated Optimism - Navigating Obstacles for Institutional DLT Adoption in Finance

Alexandre Kech • September 15, 2023 HODLX