

Q2 2021 Summary Call

Dash Core Group, Inc. 22 July, 2021

A few things before we get started

- This call is being recorded and will be shared on the Dash YouTube Channel
- Questions were collected previously and pre-selected 4 of them will be answered during the call. The remaining questions will be addressed in written.
- Please use YouTube chat to ask ad-hoc questions

Moderator: Ryan Taylor, CEO

Operator: Robert Wiecko



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Dash Core Group Mission & Vision

Mission Statement

Dash Core Group's mission is to provide greater financial freedom by delivering financial solutions which are secure, reliable, decentralized, and usable for all.

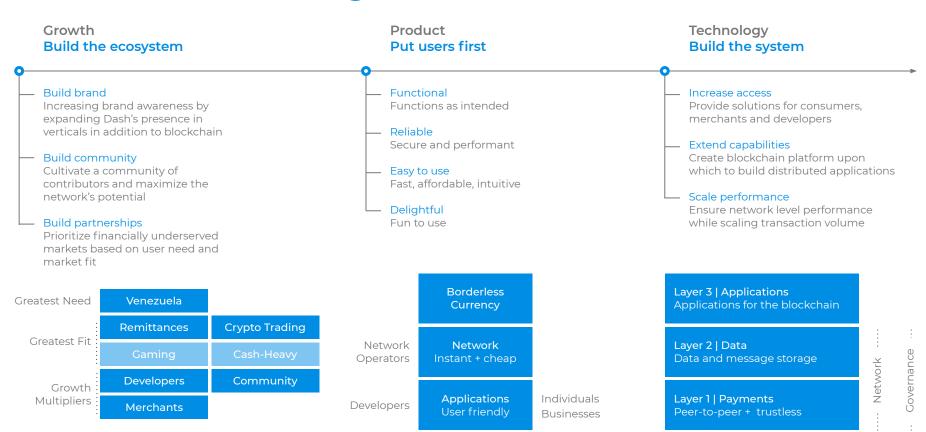
Vision Statement

We build and maintain an innovative financial infrastructure and digital currency that is characterized by its decentralization, usability, and ease of access. The core of this infrastructure is a payments network connecting an ecosystem of consumers, merchants, and service providers. We will:

- provide users with a fungible currency which offers speed, reliability, and optional privacy for both physical and online transactions
- foster a robust ecosystem of financial products and services by developing solutions which service the needs of consumers and merchants
- collaborate with service providers (e.g., processors, exchanges) to enable Dash-specific functionality which improves the user experience
- cultivate adoption of this ecosystem through education, promotion and engagement of potential users



How DCG is Growing Dash



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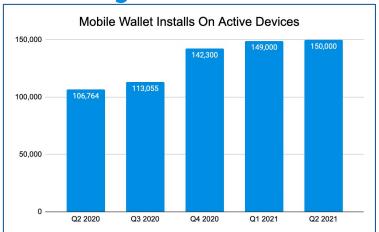


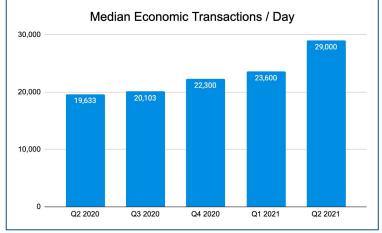
Market Performance

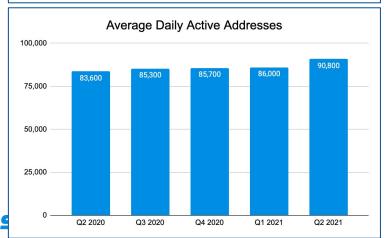
Question	Metric	Q2 '21	QoQ	YoY
PRODUCT: Is Dash a Better Way to Move Money?				
How much is the currency fluctuating?	uch is the currency fluctuating? Daily Volatility		4%	170%
How much does it cost to send a payment?	Median Fee	\$0.00098	-1%	+145%
USERS: Are More People Using Dash?				
How many daily active addresses?	many daily active addresses? Avg Daily Active Addresses 90.8		5.5%	8.6%
How many DCG wallets are installed on active mobile devices?	Installed Wallets on Active Devices	150k	0.9%	40.9%
How many unspent transaction outputs are there?	Unspent UTXOs	4.53M	0.8%	2.9%
How many addresses have a balance greater than 1 USD?	Total Addresses > 1\$	658k	-1.4%	59.9%
USAGE: What are Dash Users Doing?				
How much Dash is traded daily on exchanges?	Avg Daily Traded Messari "Real Volume"	\$221.1M	24%	750%
What is the total payment volume?	Adjusted TPV	\$6.48B	78%	860%
What was the number of economic transactions?	Economic Transactions	2.81M	10.6%	47.3%
What was the number of mixed transactions?	Mixed Transactions	8.5k	-6.9%	-8.1%
CRYPTOCURRENCY PAYMENT GROWTH: How fast are other payment-or	oriented networks growing?			
What was Dash's typical number of economic transactions?	Median Economic Transactions / Day	29.0k	22.8%	47.7%
What was Bitcoin's on-chain typical number of transactions?	Bitcoin Median Transactions / Day	242k	-23.7%	-19.3%
What was Lightning Network growth?	Lightning Network Capacity (BTC)	1.65k	41.2%	70.7%
What was Bitcoin Cash's typical number of transactions?	Bitcoin Cash Median Transactions / Day	114k	-65%	208%
What was Litecoin's typical number of transactions?	Litecoin Median Transactions / Day	111k	25%	268%
MARKET: What is Dash Market Value?				
How many coins exist?	Total Coin Supply	10.2M	1.5%	6.6%
How many coins are not collateralizing MNs?	"Circulating" Supply	5.86M	8.4%	21.9%
What was the quarterly (last day mean) price of Dash?	Price	\$145.58	-35%	113%
What is the network value of Dash?	Market Cap	\$1.49B	-34%	127%

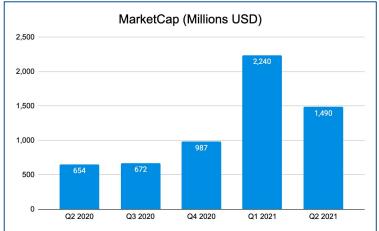


Quarterly Performance Trends



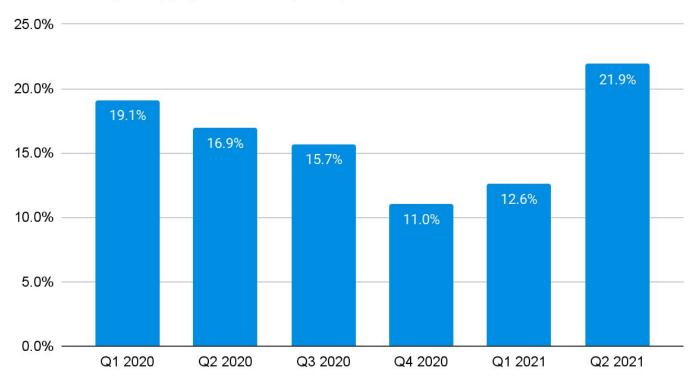






Circulating Supply vs Target

Circulating Supply Growth (YoY)



- Expected 2021 circulating supply growth < 10%
- Q2 spike due to v0.17 MNs banning v0.16 MNs in June
- However, addresses with >1,000 Dash declined only ~1.7%; expect many MNs to re-enable

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Balance Sheet

(Non-GAAP compliant. See disclaimer.)

Strong quarter from a financial perspective

Cash/Dash assets at the end of Q2 2021 totaled ~\$3.3M, up 31% from the end of Q1 2021

Dash Core Group received 60% of the Dash Network proposal funding during the second quarter of 2021

(In thousands \$US)	At June 30 QE 2021	At March 31 QE 2021	Percent Increase / Decrease Vs. Prior Quarter
Assets- USD Equivalent, DASH at market	value		
Budget Accounts			
Bus Dev - General	143	108	33%
Core Team Salaries	2,705	2,074	30%
Infrastructure	37	81	-55%
Legal	85	78	9%
Marketing	246	137	79%
Property Lease	3	3	-3%
Escrow	31	50	-38%
Other			
Other Current Assets	86	18	379%
Total Assets	3,335	2,549	31%
Liabilities			
A/P & Accrued Expenses	184	113	38%
Escrow Balances	31	50	-38%
Equity			
Retained Earnings	2,366	1,049	126%
Net Income	754	1,317	-43%
Total Liabilities & Equity	3,335	2,549	31%

Management has elected to omit substantially all of the disclosures required by accounting principles generally accepted in the United States of America ("US GAAP"). If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's financial position, results of operations and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters. Treatment of "DASH" as a foreign currency and its "mark-to-market" accounting is not in compliance with US GAAP; Statement of Cash Flows has been omitted.



Income Statement

(Non-GAAP compliant. See disclaimer.)

Recognized \$1.9 million in revenue from the Dash proposal system in Q2 2021

The largest expense item is compensation, dwarfing the rest of the expense categories.

We plan on spending more in non-compensation category since balance sheet has stabilized

(In thousands \$US)	At June 30 QE 2021	At March 31 QE 2021	Percent Increase / Decrease Vs. Prior Quarter
Revenue			
Dash Budget System	1,852	1,677	10%
Uncategorized Income	0	99	-100%
Total Revenue	1,852	1,776	4 %
Expenses			
Bus Dev / Marketing	117	9	1253%
Compensation Costs	1,036	730	42%
General & Administrative	58	53	10%
Professional Fees	80	14	492%
Travel & Entertainment	0	0	0%
Total Expenses	1,291	805	60%
Other Gain/Loss			
Exchange Gain (Loss)	194	346	-44%
Total Other Gain (Loss)	194	346	-44%
Tax Expense	0	0	0%
Net Income	754	1,317	-43%



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2nd Quarter in Review

Core

Dash Core v0.17.0 mainnet release

- BLS v1.0 update
- BTC v0.17 backports
- InstantSend spork adjustments for safe disabling
- Spork 21 split into 2 (21 & 23) quorum proof of service and masternode connectivity rules separated
- Deprecated wallet account RPCs
- Ability to upgrade to HD wallet
- Unbranding PrivateSend

Platform

Dash Platform v0.19 testnet release

- Identity funding with ChainLocks
- Feature flags
- Verify signatures with core improvements
- Remove Insight API
- Local network setup / environment
- DashMate release
- Improve CI

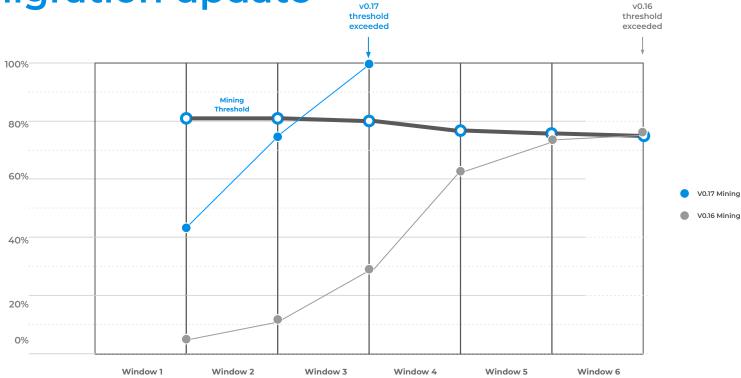
Wallets

Wallet development

- Dash Wallet Android v7.2.5 (1 release)
- Dash Wallet iOS v5.5 (2 releases)
- Bug fixing & UX/UI improvements
- Platform protocol upgrade (DashPay)
- Sending invitations (DashPay iOS)
- Accepting invitations (DashPay Android)

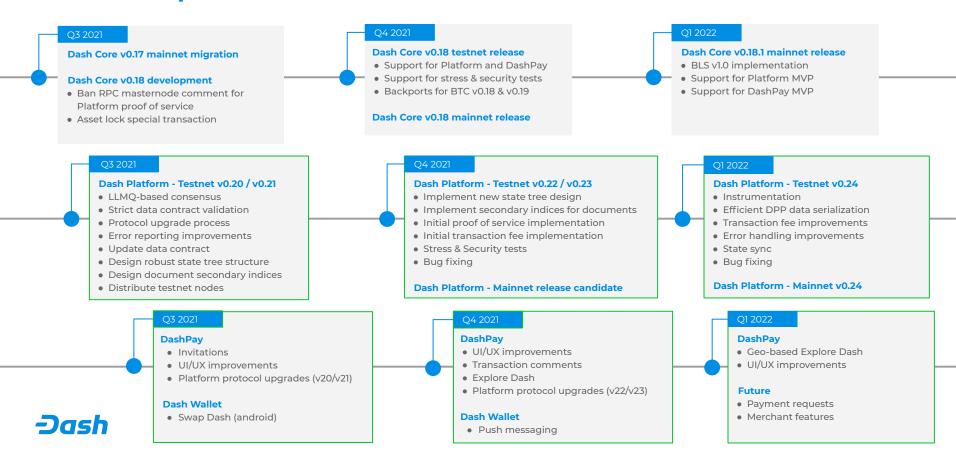


V17 migration update

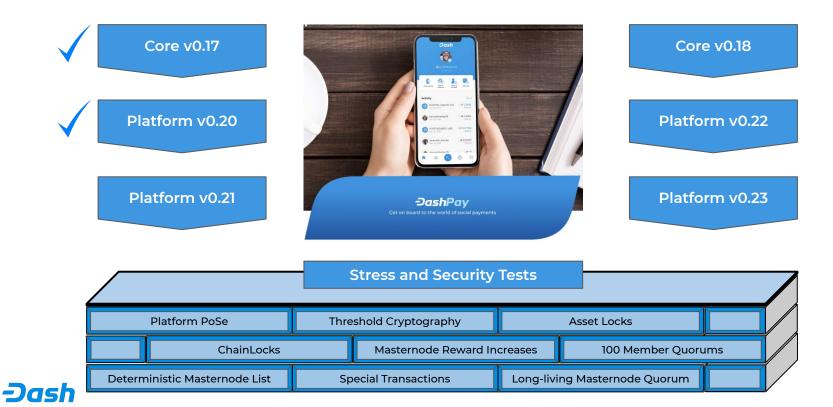




Roadmap



Our Path to Mainnet



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Marketing Update - Analytics

Previous State

- 3 tags in Google
 Tag Manager
- 0 triggers to activate tags
- Google Analytics only tracking page visits

Current State

- 50 tags in Tag
 Manager & more on the way
- 50 triggers & more on the way
- Build out of Google Data Studio
- Build our of Google Search Console
- GA4 Upgrade
- Firebase integration

Benefits

Can now track:

- Habits & hobbies
- Dropdown clicks
- Translation selections
- Behavior flow & drop-offs
- Geography & more

Will lead to:

- Better UX
- More informed marketing & product decisions
- Improved audience models



Wallet Downloads June 18 - July 19

			Desirion	Unique Download Click
App	Download Windows 64	Download Linux	Download macOS	Download Windows 32
Dash Core	389	12	44	22
Dash Electrum	59	12	10	2
Dash Core x64	-	42	1.20	-
Exodus	20	2	1	-
Coinomi	14	1	2	-
Guarda	12	- 2	2	٠
Jaxx Liberty	5	. .	1	-
Dash Core x86		5	170	
Dash Core ARM	÷	4	14	
Jaxx	-	1		
Grand total	499	67	60	24

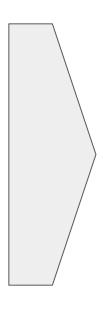
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*Dash.org downloads only Provides an optimization opportunity



Interesting Website Data

Affinity Category	Users*	% of Total
Value Shoppers	13431	3.77%
Business Professionals	13403	3.77%
Technophiles	12044	3.39%
Avid Investors	11739	3.26%
Sports Fans	11704	3.26%
Business Travelers	11441	3.20%
Luxury Shoppers	11289	3.19%
Health & Fitness Buffs	10907	3.05%
Avid News Readers	10591	2.96%
Frequently Visits Salons	9779	2.76%
Total Visitors	353667	
	*represents 30% of total visitors	



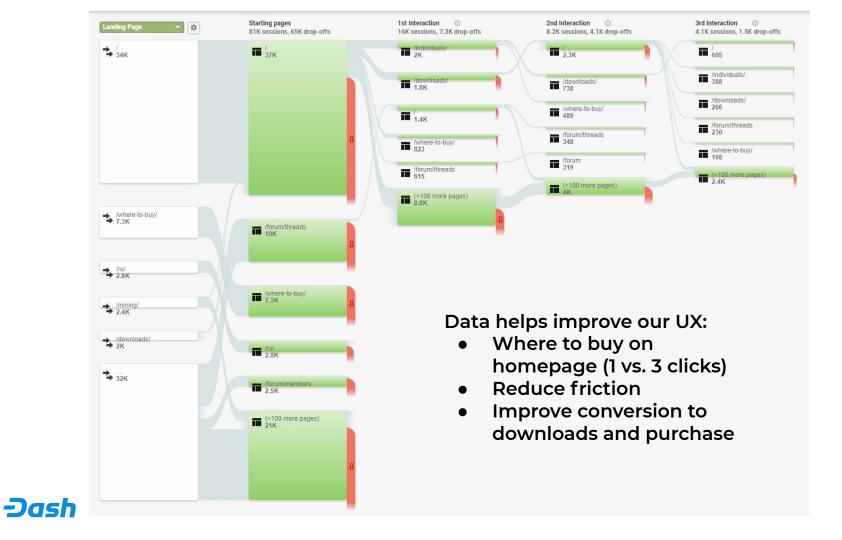
Our visitor profile:

- value shoppers
- financial news readers
- sports fans
- love technology
- love taking care of themselves

This will inform:

- marketing strategy
- messaging and
- media targets (e.g. Krazy Coupon Lady for DashDirect)





Traffic Sources- June 19 - July 18

Source / Medium ?	Acquisition		Behavior			
Source / medium	Users ?	New Users ?	Sessions (?)	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	68,264 % of Total: 100.00% (68,264)	65,987 % of Total: 100.08% (65,933)	80,745 % of Total: 100.00% (80,745)	72.12% Avg for View: 72.12% (0.00%)	1.71 Avg for View: 1.71 (0.00%)	00:01:14 Avg for View: 00:01:14 (0.00%)
1. google / organic	31,226 (44.74%)	29,230 (44.30%)	36,476 (45.17%)	69.54%	1.74	00:01:17
2. (direct) / (none)	25,717 (36.85%)	25,470 (38.60%)	28,884 (35.77%)	81.98%	1.48	00:00:48
3. coinmarketcap.com / referral	2,087 (2.99%)	1,856 (2.81%)	2,446 (3.03%)	57.20%	2.07	00:01:45
4. bing / organic	1,098 (1.57%)	1,044 (1.58%)	1,184 (1.47%)	73.73%	1.60	00:00:50
5. yandex.ru / referral	798 (1.14%)	719 (1.09%)	978 (1.21%)	56.65%	1.97	00:01:45
6. duckduckgo / organic	786 (1.13%)	725 (1.10%)	949 (1.18%)	55.53 <mark>%</mark>	2.21	00:02:17
7. coingecko.com / referral	549 (0.79%)	497 (0.75%)	601 (0.74%)	54.41%	2.08	00:01:36
8. baidu / organic	509 (0.73%)	494 (0.75%)	530 (0.66%)	75.47%	1.51	00:00:36
9. m.bdsmpeople.club / referral	409 (0.59%)	391 (0.59%)	465 (0.58%)	72.69%	1.45	00:02:18
coinbase.com / referral	338 (0.48%)	308 (0.47%)	373 (0.46%)	54.96%	1,90	00:01:49



Marketing Update - Bot Effect





May 2021

April 2021



2021 - Building from Ground Up - Progress

Communication
One Product, Many Voices

Presence We're Here...We're Clear

Promotion
Let Me Tell You About Us

New Users and Enthusiasts

A foundation to be the currency of choice for the next generation.

- **V** Performed social audit
- **V**Building new look and tone for social channels
- **✓** Message type testing
- Shift focus to platforms that move the needle and correct KPI's

Reach all stakeholders

Miners, developers and exchanges matter

- **V**Email addresses collected
- CRM selected
- **▼**Templates designed

MNO's

Reach and recognize

Finally have access to MNO discord

Trade Shows & Conferences

- Define our space.
 - ✓ Attended Consensus with speaking spot
 - ✓ Plan to attend Money2020, IAFCI, Messari, Crypto Policy Summit, DC Fintech Week

New Communication Vehicles

- Cutting edge media aligns with cutting edge technology.
- ✓ Identified new non-traditional media opportunities and placements to promote DashDirect, Platform and others

Boots on the Ground

Who else has their own army?

✓ Developing community-ready downloadable resources for grassroots efforts - merchant kit, window clings

Industry Groups

- Influence through action- shape policy and regulations.
- **BA** announcement soon

Owned Assets

Get to know ourselves.

- **V**Performed site and SEO audit
- ✓ Hired agency to develop content to push down negative Dash articles
- 20 content pieces + downloadable assets being developed
- ✓SEO plan being worked on to resolve missing titles, descriptions,
- H1's & image size

 ✓ Redesign of blog/news. Ready for posting.
- Analytics audit on site

Business Development

Working hand in hand.

- Attend partner calls when relevant
- Write and distribute press releases
- Site updates for partner support

Demand Generation

Creating use cases.

Developing realistic solutions with limited resources



2021 - Building from Ground Up - Progress

Communication
One Product, Many Voices

Presence We're Here...We're Clear Promotion
Let Me Tell You About Us

New Users and Enthusiasts

A foundation to be the currency of choice for the next generation.

- ✓Evaluating and selected PR agency
- **✓** Evaluating e-gaming opportunities

Reach all stakeholders

Miners, developers and exchanges matter.

First email newsletter to deploy this week

MNO's

Reach and recognize

Will have MNO-only Q&A sessions, but prefer to keep conversations for community.

Trade Shows & Conferences

Define our space.

☑Pitch speaking opportunities

New Communication Vehicles

Cutting edge media aligns with cutting edge technology.

Develop FL/VZ corridor marketing strategy

Boots on the Ground

– Who else has their own army?

✓Chicago efforts to create model

Industry Groups

- Influence through action- shape policy and regulations.
- **Working groups**

Owned Assets

Get to know ourselves.

✓ Load new content and assets
✓ Effort in place to "lighten" mobile load time - currently prohibiting our site from appearing in search results

Business Development

_Working hand in hand.

Executing on gathering resources as defined by contract

Demand Generation

. Creating use cases.

Analysis and research to identify adoption roadblocks



Business Development

Venezuela







Trading









What does a Cryptocurrency OTC Desk do?

E-Sports & Online





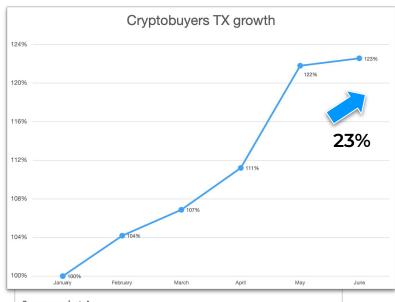
Regulatory

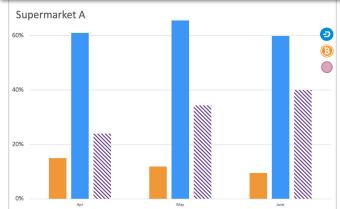




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Venezuelan trends







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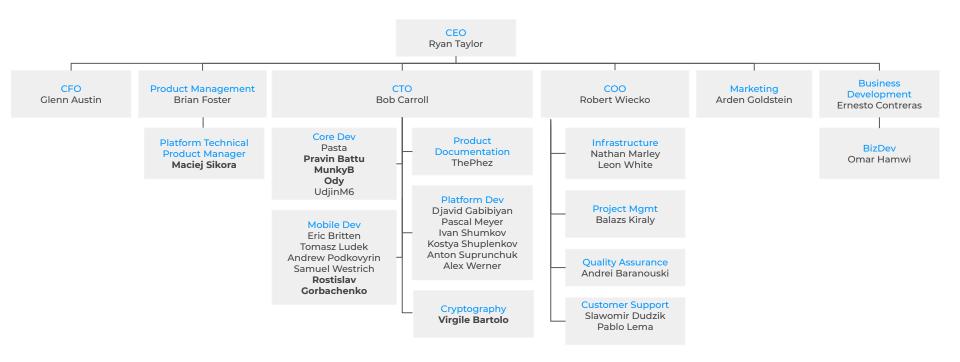


Thank you!

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How DCG is Organized





Additional Accomplishments (Q2)

Tech

• Hired three new Core developers

* Please see slides 14 - 17 for more

Finance/HR

- Monthly and quarterly accounting / closing books
- Monthly Board of Directors and weekly balance sheet report communicated internally
- Rebuilt compensation reserve balance to the targeted minimum of 6 months compensation expense
- Serve as de facto HR function for DCG

Business Development

- Deployed the Dasherpay payroll solution to all Church chicken Venezuela employees that signed up to it, and signed up 3 more SMB
- Ran successful brand awareness and promotional activities for the TopDashcity network in Caracas
- Opened up Haitian market for Dash
- Expanded FastPass material for professional traders

Marketing

- Worked on three pillars of communication, communication and promotion
- Supported latest dev releases
- Analytics, social and site audits
- Hired new content, analytics and SEO agencies
- Supported business development launches
- Chose CRM, designed newsletter templates
- Redesigned blog to post
- Joined additional industry organizations
- Planned 2021 conference presence

Operations

- Infrastructure simplification project
- Clean AWS instances and review the cost
- Website engine upgrades
- Jobs page implementation and process support
- Finish TrustPilot implementation
- HRIS and ATS systems evaluation and implementation
- Help with regulatory projects
- Started recruitment of the new DevOps Engineer

Product

- * Please see slide 26 for more Onboarded a new UI/UX designer (22-Jun)
- Hired a new Technical Platform PO (starts 26-Jul)
- Mobile and Platform release planning
- 148 new DashPav Alpha Program users
- Launched the Bug Bounty Program
- Continued planning for the rollout of Platform

* Please see slides 14 - 17 for more

Current Activities

Value Team **Growth Team Management Team** Understand problems and determine priorities Deliver products with user-first approach Design go-to-market activities and drive growth CEO, CFO, CTO, CMO, COO, BusDev, Product CEO, CTO, CFO, CMO, COO, BusDev, Product CEO, CMO, BusDev, Product Engage and speak to institutional users DashPay Alpha program (ongoing) Compliance risks mitigation (worldwide) FastPass activity measurement Address the SPoF spork key issue Platform scope and roadmap updates Add more Megasoft retailers in Venezuela **Bug Bounty for Wallets** New Marketing Manager Hired Add a larger payment integrator in PrivateSend rebranding Implementation of the tracing tool by Venezuela aiming for 5k locations in the IntoTheBlock short term Standardize access rights of Dashpay TrustPilot evaluation GitHub org/repos Grow payroll in Venezuela to 6 firms New Android wallet widget integration ASU Research Ideas for 2021/2022 Complete research and measurement for Incremental spend and initiatives review Dash trademark assignment to DCG E-sports, Fintech and other verticals Hiring expansion Complete investment thesis strategy



What's Next (Q3) Tech • Recruitment for two new Platform developers • Recruitment for two new Android developers • Recruitment for IoS developer • Recruitment for C++ developer growth

* Please see slides 14 - 19 for more

Finance/HR/Regulatory

- Monthly and quarterly accounting / closing books
- Monthly Board of Directors and weekly balance sheet report communicated internally
- Support continued implementation of DashJapan strategy to get re-listed in Japan
- Continue role as de facto HR function for DCG
- Partner with CEO and BD to engage with regulators across the globe

Business Development

- Grow acquire ecosystems for Dash in Venezuela
- Improve TopDashCity usability as a tool for the question "where to spend Dash"
- Measure KPIs for Trading and Venezuela
- Improve the investor and larger Dash users initiative
- Hire new Brazil BD manager, and expand to new verticals
- Prepare Dash platform launch with current companies

Marketing

- Additional hiring to support initiatives
- Support Core and Evonet releases
- Preparation of Platform release to mainnet
- Support business development activities such as payroll rollout in Venezuela and Craypay launch
- Schedule Townhall series Watch twitter for date and time to discuss new ways to help Dash economics
- Research opportunities and review missed ones
- Develop on-the-ground kits for communities

Product

Operations

- Infrastructure cleanup
- Finish Github actions implementation, mn-bootstrap and deployment tool
- Hire new DevOps Engineer
- Preparations to the mainnet Platform release
- Launch new explorer implementation
- Launch new SM recruitment

- Onboard new Technical PO for Platform (26-Jul)
- Mobile and Platform release planning
- Continued planning for the rollout of Platform
- Finalize designs for Explore Dash in DashPay
- Define username registration improvements
- Define MVP Platform fee requirements
- Kick-off Core & Platform Security Audit project

Quarterly Performance Trends

Metric	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Q2 '21	QoQ	YoY
PRODUCT							
Daily Volatility	3.55%	4.14%	5.29%	9.24%	9.57%	4%	170%
Median Fee	\$0.00040	\$0.00040	\$0.00051	\$0.00099	\$0.00098	-1%	+145%
USERS							
Avg Daily Active Addresses	83.6k	83.6k	85.7k	86.0k	90.8k	5.5%	8.6%
Mobile Wallet Installs on Active Devices	107k	113k	142k	149k	150k	0.9%	40.9%
Unspent UTXOs	4.40M	4.48M	4.58M	4.49M	4.53M	0.8%	2.9%
Total Addresses > 1\$	411k	424k	445k	668k	658k	-1.4%	59.9%
USAGE							
Avg Daily Traded Messari "Real Volume"	\$26.0M :	\$25.3M	\$37.4M	\$178.5M	\$221.1M	24%	750%
Adjusted TPV	\$675M	\$637M	\$916M	\$3.64B	\$6.48B	78%	860%
Economic Transactions	1.90M	1.97M	2.00M	2.54M	2.81M	10.6%	47.3%
Median Economic Transactions / Day	19.6k	20.1k	22.3k	23.6k	29.0k	22.8%	47.7%
CoinJoin UTXO transactions	9.3k	9.5k	9.8k	9.2k	8.5k	-6.9%	-8.1%
CRYPTOCURRENCY PAYMENT GROWTH							
Bitcoin Median Transactions / Day	300k	325k	311k	317k	242k	-23.7%	-19.3%
Lightning Network Capacity (BTC)	968	1,127	1,062	1,170	1,653	41.2%	70.7%
Bitcoin Cash Median Transactions / Day	37.0k	17.0k	20.2k	323.9k	113.8k	-65%	208%
Litecoin Median Transactions / Day	30.2k	41.3k	75.7k	89.2k	111.3k	25%	268%
MARKET							
Total Supply	9.58M	9.74M	9.90M	10.06M	10.21M	1.5%	6.6%
Circulating Supply	4.81M	4.78M	5.06M	5.41M	5.86M	8.4%	21.9%
Price	\$68.25	\$69.02	\$99.77	\$223.13	\$145.58	-35%	113%
Market Cap	\$654M	\$672M	\$987M	\$2.244B	\$1.486B	-34%	127%



Customer Support Q2 2021 Summary





Data sources

METRIC	DEFINITION	SOURCE	NOTES
Daily Volatility	Standard deviation of daily close price % variance	Coinmetrics	
Median Fee	Mean of the daily median fee in USD for each day in the quarter	Coinmetrics	
Avg Daily Active Addresses	Mean Daily Active Addresses	Coinmetrics	Sum of unique in-out addresses for each day
Wallet Installs on Active Devices	Estimated number of instances of installed Dash Wallet app on devices that have been active within the last 30 days	google play console. iTunes connect	Only 34% of iOS users permit app reporting. In order to reach a more accurate estimate of the number of iOS wallets, we divided the number of app installations for iOS by 0.34 (or the applicable measure for each quarter). It is likely that this estimate is nonetheless below the actual installation count, since Dash and cryptocurrency users are more likely than the general population to value privacy and opt out of app reporting.
Total Addresses > 1\$	Amount of addresses with a balance greater than 1 USD (snapshot)	bitinfocharts.com	Snapshot of last day of the quarter; snapshots recorded on the Internet Archive
Avg Daily Traded Vol \$	USD Volume traded on exchanges, daily mean	Messari	It is well known that many exchanges conduct wash trading practices in order to inflate trading volume. They are incentivized to report inflated volumes in order to attract traders. "Real Volume" refers to the total volume on the exchanges that Messari believes with high level of confidence are free of wash trading activities. These tend to be regulated exchanges. However, that does not necessarily mean that the volume reported by other exchanges is 100% wash trades. As such, the Real Volume underestimates the total global volume, so should be useful for comparative purposes only
Adjusted TPV	Total Payment Volume in USD	Coinmetrics	Adjusted payment volumes exclude certain activity to improve accuracy. A detailed post on the approach can be found here: https://coinmetrics.io/introducing-adjusted-estimates/
Economic Transactions	Number of on-chain transactions excluding mixing and coinbase transactions	<u>dashradar.com</u>	We leverage data on transactions per day, subtracting from the total mixing transactions, and coinbase transactions.
Avg. Daily Median Tx Value \$	Mean of the daily median transaction value in USD for each day in the quarter	Coinmetrics	
CoinJoin Use	Number of CoinJoin transactions sent	<u>dashradar.com</u>	These are transactions that utilize only CoinJoin denominated inputs after being mixed. It excludes the actual mixing transactions used to prepare the UTXOs.
Cryptocurrency Payment Growth	Median transactions per day, except Lightning Network for which this data cannot be obtained.	bitcoinvisuals.com	LN does not reveal or enable tracking of the number of LN payments. We therefore use a proxy for usage.
Total Supply	Number of coins that exist	Coinmetrics	
Circulating Supply	Number of coins that are not in MNs	Derived	Total supply less supply used to collateralize masternodes at the end of each period
Price	Avg price for the final day of quarter (across a number of exchanges)	Coinmetrics	
Market Cap	Product of Price and Circulating Supply	Coinmetrics	Also known as Network Value

