

Growth Plan France

"When someone's looking to get involved in crypto for the first time, we've found that they haven't heard of FTX," said CEO Sam Bankman-Fried.



Summary

1. Investigate the crypto-investors characteristics through their socio-demographic data & investor profiles
2. Analyse the preferred sources of information for French crypto-investors
3. Propose a growth strategy tailored specifically for the French market
4. Timeline & expectations

Crypto Landscape in France - Introduction

French population in 2021: 67 million

8% of the French population has invested in cryptos (currencies or NFTs)

Which is more than the French that have invested in treasury stocks (AMF)

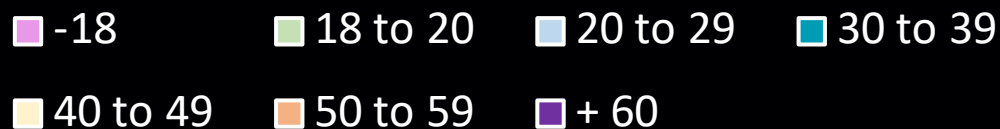
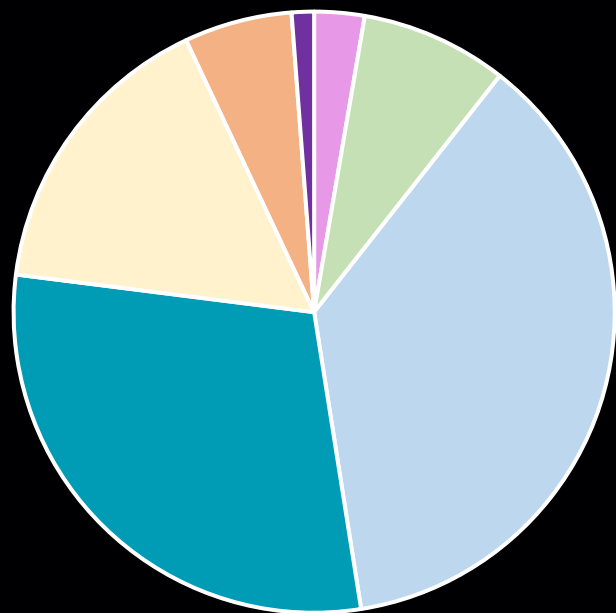
IPSOS studies are predicting this 8% to go up to 12% or more by the end of this year

So are cryptos new to the conservative French market?

No, 77% has already heard of cryptos and IPSOS is also predicting a 30% willingness to invest in cryptos

Socio-demographic characteristics – age & gender

Investors per age (AMF in 2020)



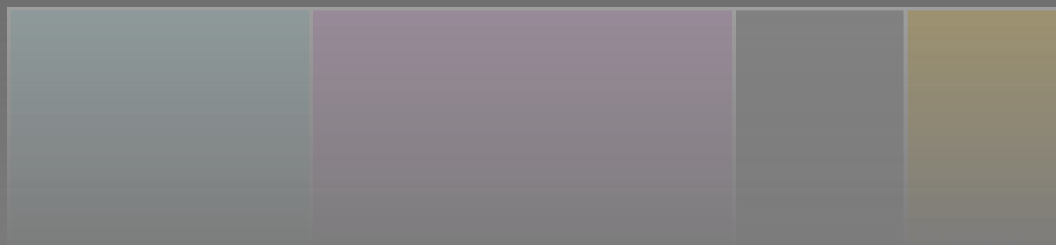
- > 96% men vs < 4% women
- 67% between 20 and 39 years old

The average French crypto-investor is 30 years old - significantly younger than the traditional finance investor that is around 46 years old

Socio-demographic characteristics – education & occupation

Investor by occupation (INSEE in 2019)

- Manager or above
- Employee
- Student
- Business owner
- Liberal professions
- Worker
- Intermediate
- Jobseeker
- Other



More than 70% of the investors have pursued or are pursuing higher education

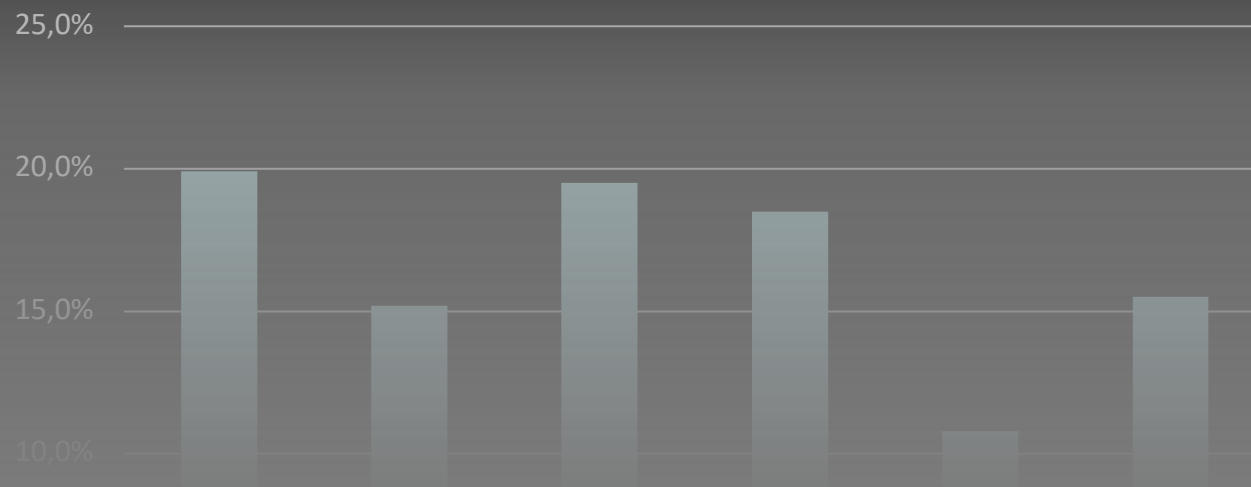
Most represented: Managers and higher intellectual professions

Socio-demographic characteristics – income

The average income of the French crypto-investor is between €20.000 and €29.999 per year

20% of the panel reports an annual net taxable income below €10.000

Income breakdown



Contact us for the COMPLETE 21 pages Growth Plan



www.rimo.digital

Sebastien Gilquin

sebastien@rimo.digital

[Telegram](#)

[LinkedIn](#)