

# BITCOIN ATM

## Buy and sell Bitcoin instantly with Bitstop

Bitstop is the world's first and largest private-label Bitcoin ATM software platform, offering a turn-key solution to retailers while providing secure and user-friendly access to cryptocurrencies through thousands of Bitcoin ATMs worldwide.

Adoption of cryptocurrency is growing rapidly. As of 2024, over 40% of U.S. adults have owned it, up from just 16% in 2020. It is now accepted by major brands, including PayPal, Cash App, Microsoft, and Overstock.

### Retailer Benefits

- **Attract New Shoppers:** Bitstop promotes your store through Google Maps, Bitstop.co website, and other search tools.
- **Earn Incremental Sales:** Kiosks bring in tech-savvy, high-frequency consumers who are likely to make purchases while in-store.
- **Compliance Monitoring:** Full compliance, security, and transaction monitoring is included
- **Hands-Off, Turnkey Service:** Bitstop handles everything, including installation and setup, compliance and licensing, cash collection via armored truck, live customer support, and machine maintenance and uptime monitoring
- **No Financial or Legal Exposure:** Bitstop is a fully licensed Money Services Business (MSB). All AML/KYC compliance handled by Bitstop, not the retailer
- **Modern Appeal:** Offering a Bitcoin ATM signals your store is innovative and in touch with customer demand



## RETAIL MARKETING



### WHY CHOOSE UNFI?

#### Exclusive Access

UNFI retailers receive priority rollout and support

#### Marketing Support

Includes signage and marketing assets to drive customer awareness

#### Passive Monthly Income

Receive monthly rent simply for hosting a Bitstop machine in your store

#### Customer Service

24/7 customer support is centralized and available in multiple languages

# BITCOIN ATM

## Consumer Demographics

- Bitstop attracts customers that retailers want: tech-forward, financially active, and increasingly mainstream:
  - Millennials & Gen Z make up over 60% of crypto users
  - 40%+ of U.S. adults have owned crypto as of 2024
  - Users frequently transact in-store after Bitcoin ATM use
  - High overlap with customers already using mobile payments (Cash App, Venmo, PayPal)

## How it works

1. Using a Bitstop kiosk is simple, fast, and private. No bank account or credit card is needed.
2. Customer selects whether they want to buy or sell Bitcoin.
3. Depending on the amount, the customer may need to enter a phone number or scan a government-issued ID
4. To buy, user insert cash to buy and scans their Bitcoin wallet QR code; to sell (where supported), the user sends Bitcoin from their wallet and withdraws cash
5. The transaction completes in seconds and the customer receives Bitcoin in their digital wallet, or cash if selling
6. 24/7 customer service is available for any issues during or after the transaction

## Device Specifications & Requirements

- Footprint: 2.88 sq. ft. (18" wide and 23" deep)
- Power: Standard 120V electrical outlet
- Cash logistics: Store must be within service area for armored pickup
- Location: Placement in high-traffic area or near customer service



## RETAIL MARKETING



## FAST FACTS

# 4000+

Average number of in-store interactions per year

# \$0

Zero cost to retailer for installation

# 40%

Over 40% of U.S. adults have owned cryptocurrency as of 2024

## [SIGN UP FOR MORE INFORMATION](#)

Subject to credit approval. Some services may not be available in international markets.

Contact Information: [ProServices@UNFI.com](mailto:ProServices@UNFI.com)

To discover our comprehensive portfolio of services, visit [Services.UNFI.com](https://Services.UNFI.com) or [view our brochure](#).

