



SFP

# Media Brochure

Last updated: Aug 22, 2020

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# PART I

## SafePal The Company

**SafePal enables people to own and control their assets.**

### **Store, Secure, and Manage crypto assets at your fingertips**

SafePal provides a mobile solution for everyone, no matter if you are a new crypto user, advanced investor or sophisticated developer, to store, secure and manage crypto assets safely and easily.

Our goal is to make crypto management safe and easy for everyone. We handle the complex technical issues. You enjoy the freedom to control your assets.



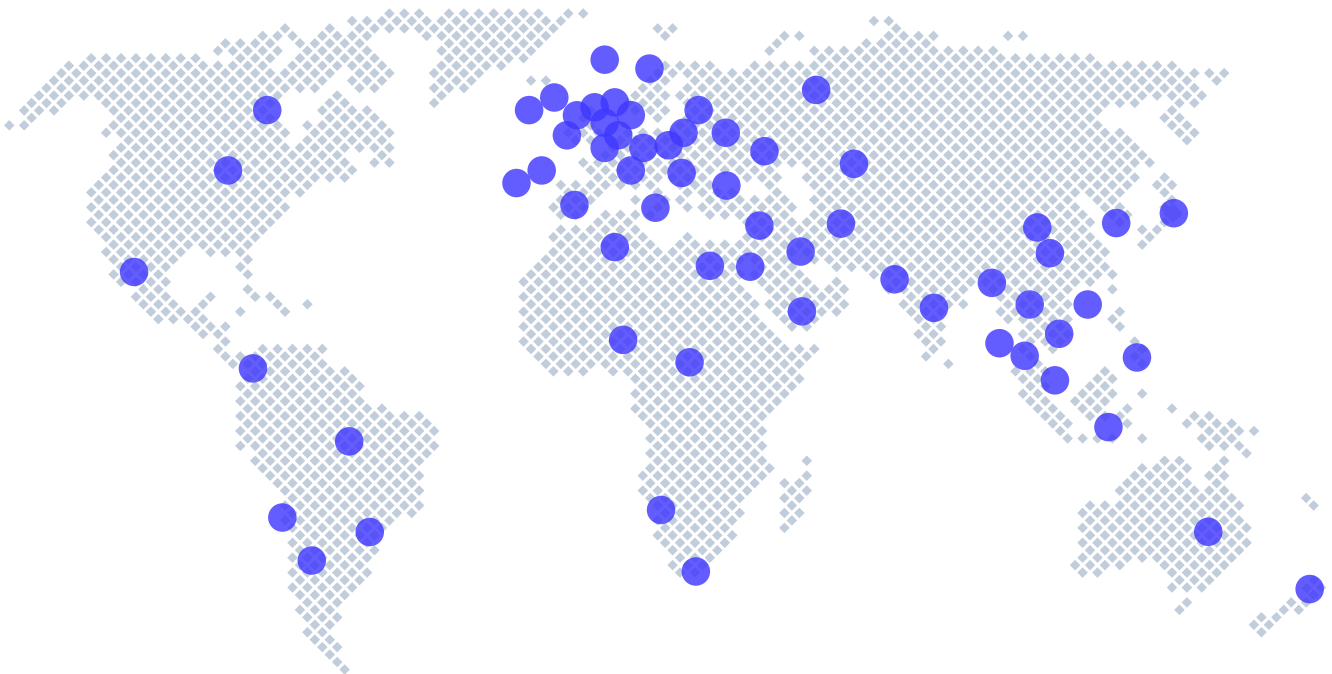
Founded In  
**2018**

Service Coverage  
**70 Countries**

Digital Assets  
**10,000+**

Product Updates Every  
**2-3 Weeks**

SafePal is trusted by individuals across the continents



# ■ ■ ■ We Take Solid Steps Towards The Future.

**2018.01**

SafePal was founded



**2018.10**

Received Binance  
Strategic Investment



**2019.01**

SafePal S1 was  
open for sales

**2019.12**

Integrated  
Simplex  
Buy Crypto  
Feature



**2019.07**

Integrated  
Binance DEX and  
Dapps login  
protocol



**2019.06**

Supported  
Binance  
Mainnet and  
added BNB



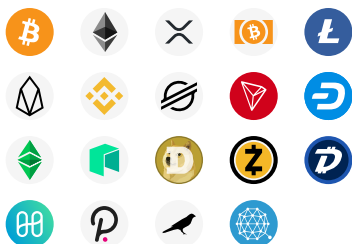
**2020.05**

Released  
SafePal  
Software  
Wallet



**2020.06**

- Released Swap  
Crypto Feature
- Complete integration  
with 19 blockchains  
and 10.000 tokens



**2020.08**

Embedded with Binance  
exchange Integrated with  
Uniswap and Compound

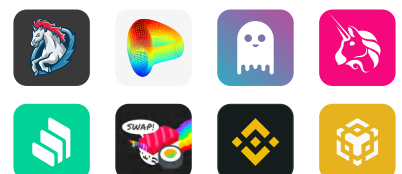


**2020.09**

- Integrated with  
Binance Smart Chain  
and supported BEP20  
tokens



- Listed new Dapps  
including 1inch, Curve,  
and AAVE



## Team Background

**We are Diversified, Proactive and Persistent.**



**Veronica Wong**  
Chief Executive Officer

Veronica's last career was in Tencent Mass Data Security Dept, leading the Fintech product line. Her experiences in government relation and channel management have led the product to become the benchmark in the Fintech industry, serving 300+ financial institutions in China.

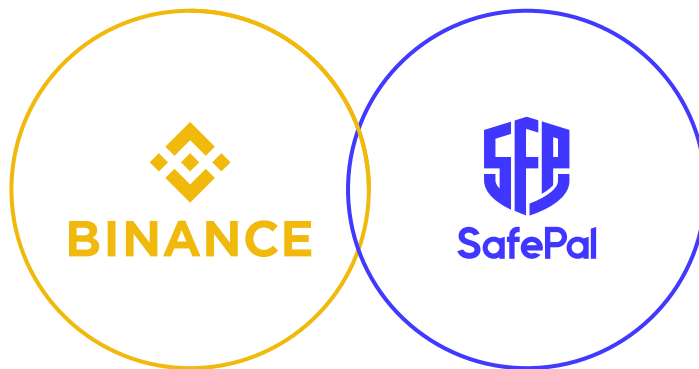
### **The Story Behind SafePal**

SafePal was founded in Jan 2018. The SafePal Team comes from a diverse industrial background, overlapping more than a decades worth of experience in hardware, software, UI design and cyber security. As a team deeply rooted in both hardware and software, SafePal aims to resolve the current pain points hindering crypto custodian experience for the masses, and combine security, simplicity and accessibility on a unified product. That is how SafePal came into being.

### **Advantageous Supply Chain**

Being based in Asia with close ties to Shenzhen (China's hub for cryptocurrency), the team has a wealth of resources with leading tech giants like Tencent, Huawei, and Samsung. Shenzhen being the silicon valley of hardware and the global leader in electronic production, the ability of SafePal to source high quality components is unparalleled. With the huge competitive advantage in the industry, economy of scale, extremely fast concept to inception speed, SafePal is able to produce the highest quality product for a fraction of the cost compared to other competitors. With the support of our partners this value is given directly back to our customers which is why we offer the most valued priced crypto hardware wallet in the industry.

## Endorsed By Industry Leaders



The 1st hardware wallet invested by Binance



**Ling Zhang**

VP of Mergers &  
Acquisitions at Binance

"The security of user assets always remains top priority throughout our product and business activities. Lowering the hurdle for users to own and use a safe hardware wallet in an easy and user friendly way is one of the unique values we identified when we looked into SafePal products. "

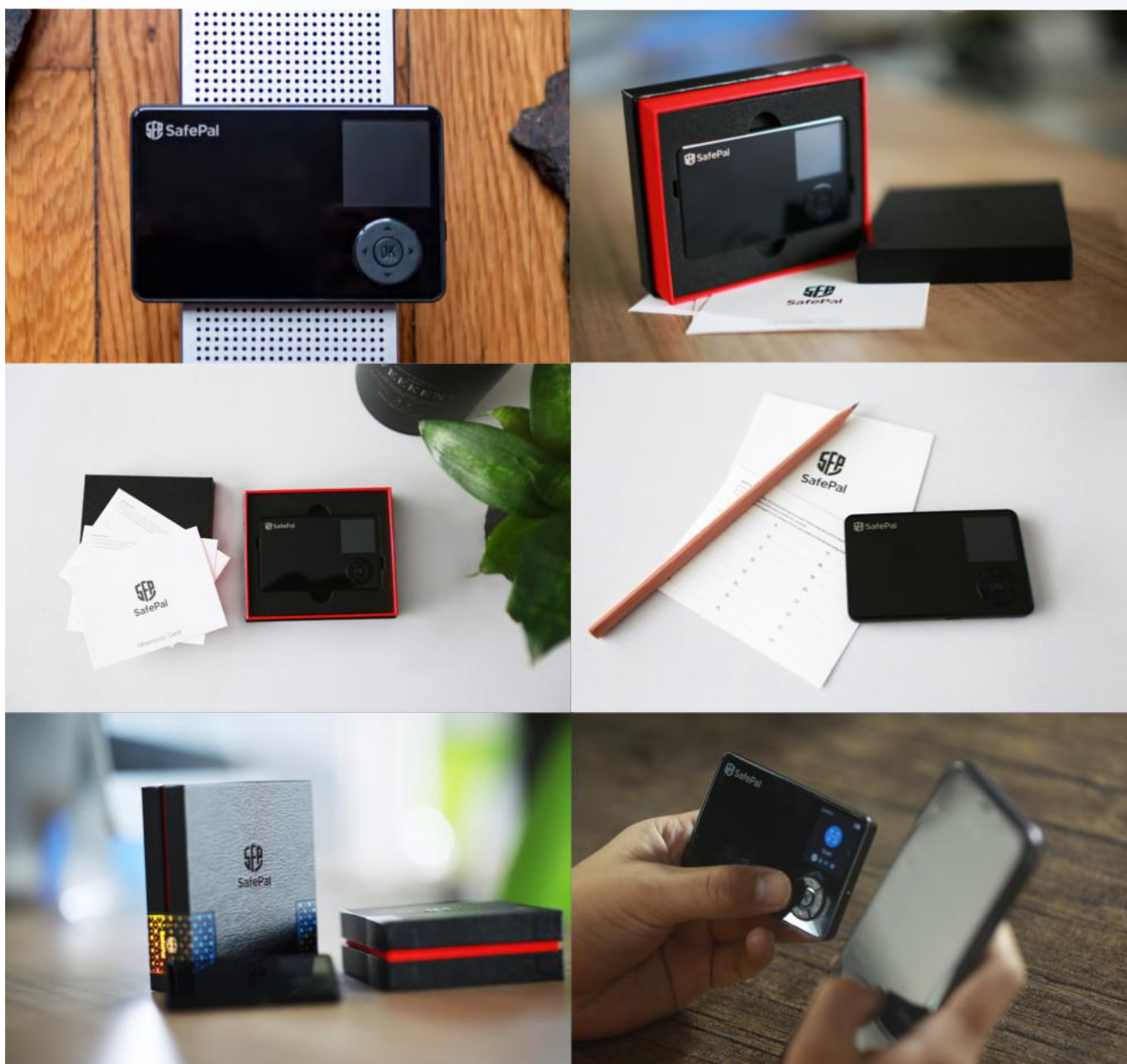
## Robust Ecological Partnerships



# PART II

## SafePal The Wallet

# SafePal S1 Hardware Wallet



# Advanced Security

## 1. Secure Packaging And Unboxing

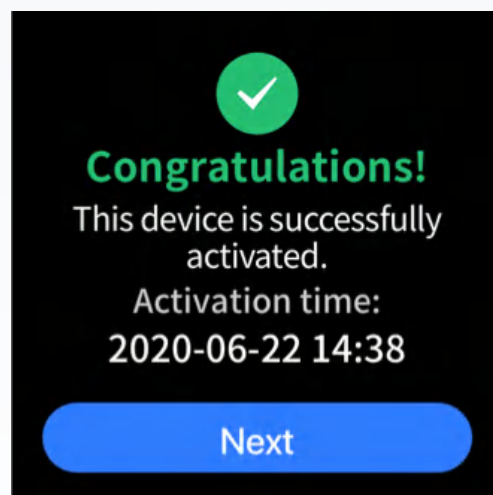
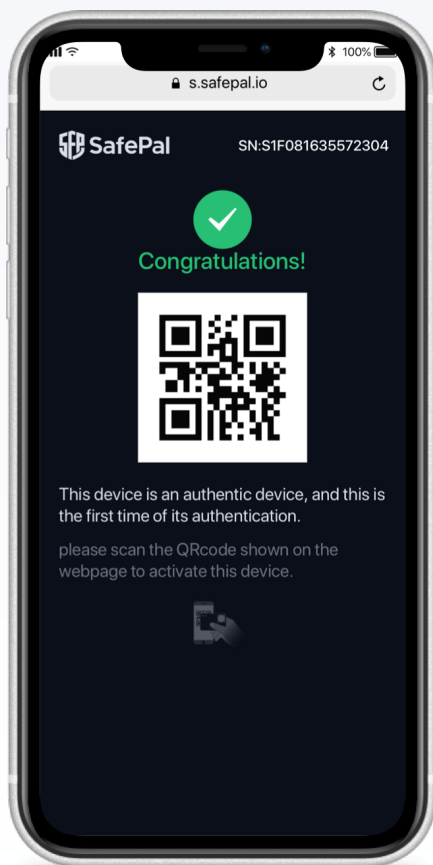
- **Anti-faking Stickers**

The two one-time anti-faking stickers on the SafePal S1 giftbox can help customers to examine whether the box is new and opened for the first time.



- **Device Authentication**

When the S1 is first powered on, users will need to go through a compulsory device authentication process to make sure the device is genuine. The authentication procedure cannot be skipped before the wallet configuration, which helps the customers to confirm that the wallet is activated for the first time. (More details can be found in our [Knowledge Base](#))



## 2. Hardware Security



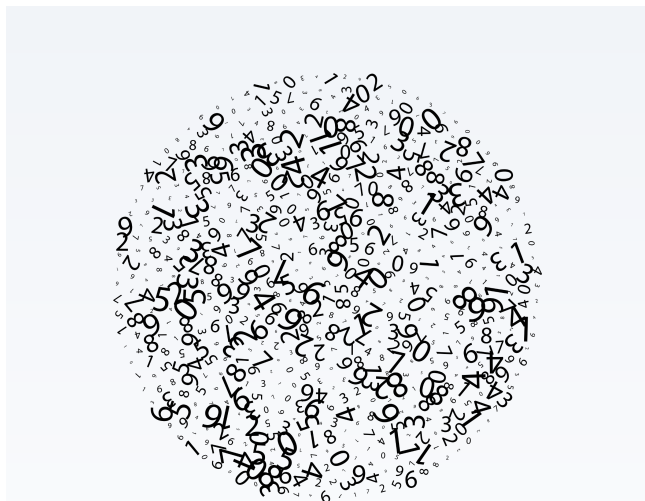
### • CCEAL5+ Secure Element

SafePal S1 adopts dual-chip architect, separating sensitive security logic from general business logic inside the product. Your private key is protected separately and safely in the financial grade EAL5+ secure element.



### • Air-gapped Signing Mechanism

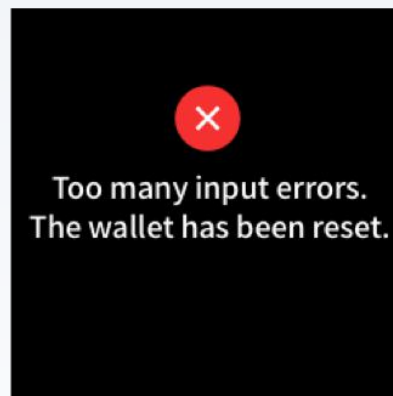
Instead of USB, WiFi, NFC, antenna or any other radio-frequencies, SafePal S1 adopts air-gapped signing mechanism, keeping the device 100% offline. To transfer a fund from a SafePal S1 hardware wallet, the only way to sign and approve the transaction is to scan the short-distance QRcode, which can prevent any online attacks and short-distance peeking.



### • True Random Number Generator

SafePal S1 is embedded with a true random number generator to make sure the private key created in the device is unique and truly random.

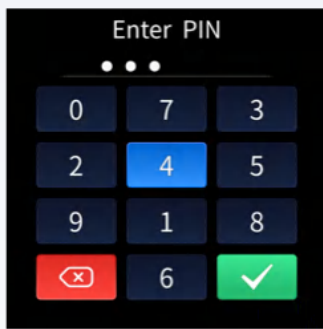
[\(Click here to learn "Why does TRNG matter?"\)](#)



### • Self-destruct Mechanism

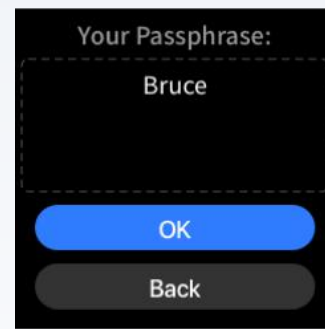
SafePal S1 is embedded with multiple security sensors. Once any malicious attempt is detected by the sensors, the sensor will trigger self-destruct mechanism and thus the secure element will erase all wallet data, leaving no trace for the hackers.

### 3. Firmware Security



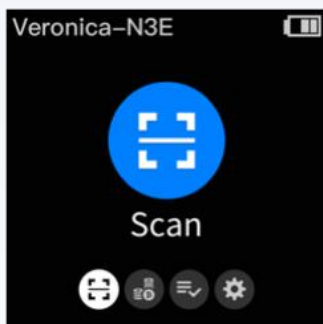
- **PIN Code**

The SafePal S1 PIN code is a 6-12 digit code for users to approve transactions on the S1 device. It is dis-ordered when the wallet owner is entering the PIN code.



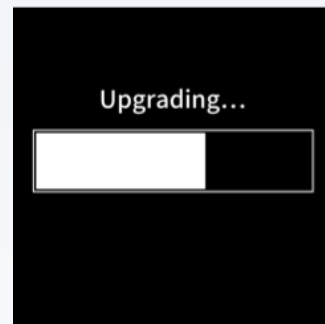
- **Passphrase**

Passphrase is an advanced feature of the SafePal device which allows users to create hidden wallets. Passphrases serve as a function of second-factor protection of the mnemonic phrase and are ultimate protection against attacks involving physical access to the device or the mnemonic phrase.



- **Security Suffix**

The security suffix on SafePal S1 hardware wallet is a combination of 3 characters (letters and numbers) that will appear on the wallet screen together with the wallet name. The security suffix is an ID to identify a unique hardware wallet and mnemonic phrase. Once any attacker tries to reset the wallet and import the hacker's own wallet using the same wallet name, users might mistakenly receive crypto with the fake wallet account. The security suffix can effectively avoid such scenario from happening.



- **Secure Upgrade Procedure**

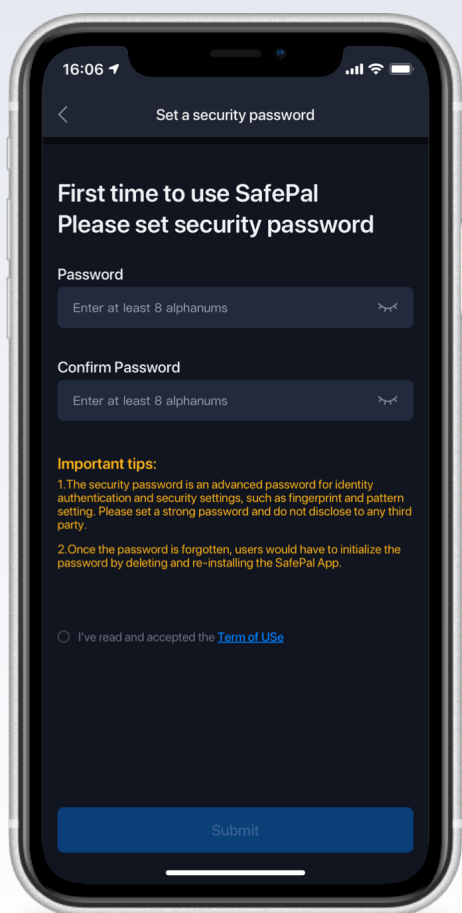
SafePal S1 is embedded with firmware verification program that examines the genuineness of every uploaded firmware. The device only runs official firmware released through SafePal official website. SafePal only supports firmware upgrade rather than downgrade, thus to protect any potential attacks from a lower version.

## 4. App Security

SafePal S1 hardware wallet needs to work with a SafePal App. The S1 wallet is mainly to keep the private key offline and secure, and sign every transaction, while the SafePal App can be used to view balance, create new transfer and manage assets in a convenient way. Therefore, the App security is also a very important part for the complete wallet security.

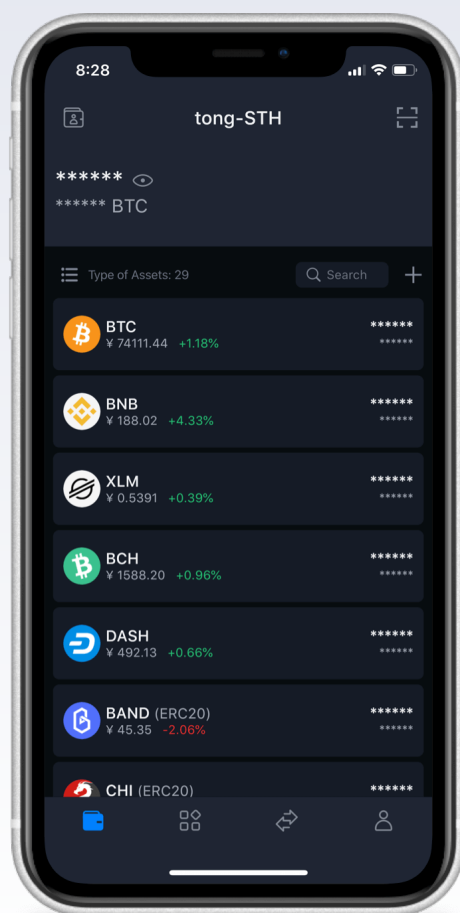
### • Security Password

On first opening the SafePal App, users will need to create a new security password with at least 8 alphanum (letters & numbers). It can help to prevent acquaintance attack, and prevent user from setting the same password for the App and the S1 hardware wallet.

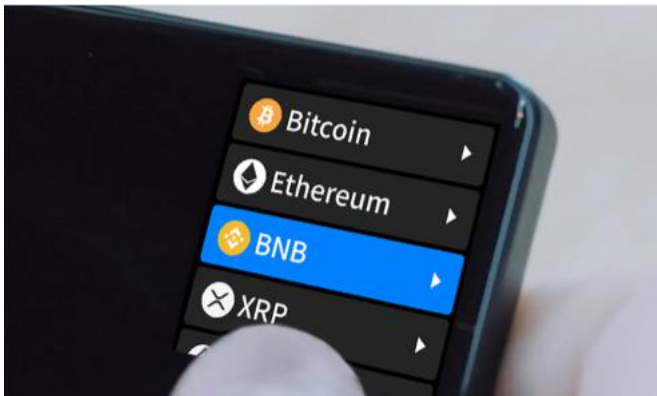


### • Privacy Mode

Users can choose to show or hide the asset balance by switching the eye icon next to the balance. This feature is mainly to protect user privacy and prevent potential risks caused by the leakage of user's assets information.



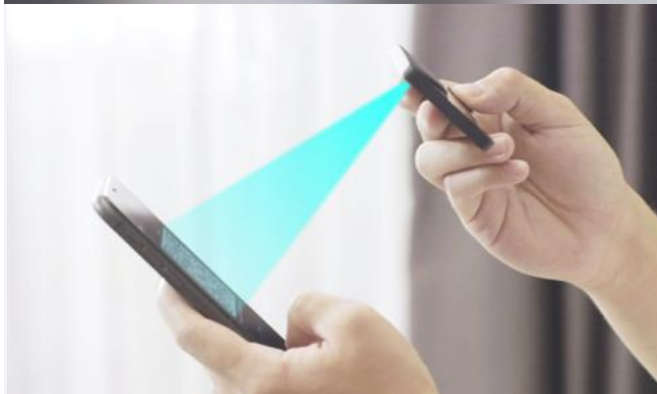
## Friendly Product Design



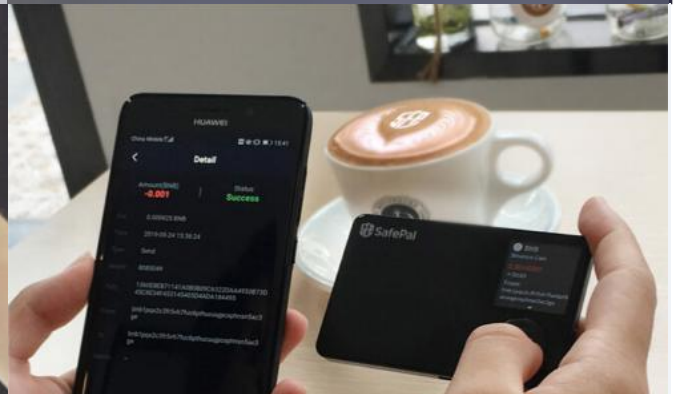
1.3' IPS screen, displays every detail of your assets



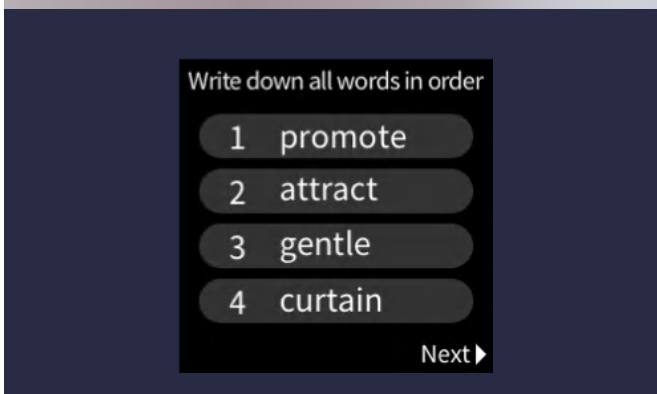
Intuitive D-pad, handy to use for everyone



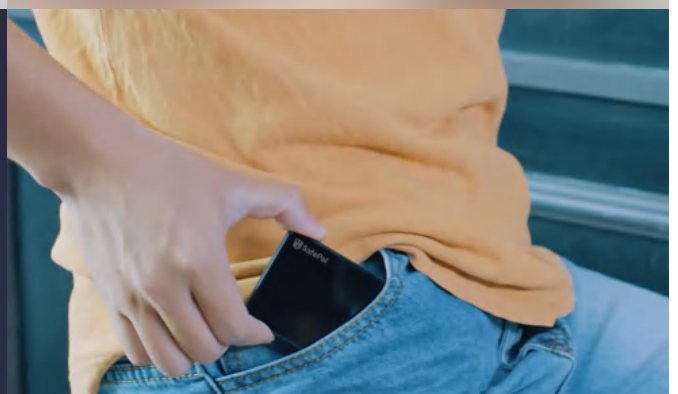
Manage crypto at your fingertips, anytime, anywhere



Scan and send.  
It's never been that easy!



Setup and play in 3 minutes,  
no PC or laptop needed



Slim and stylish design.  
Always secure and protected  
wherever you go

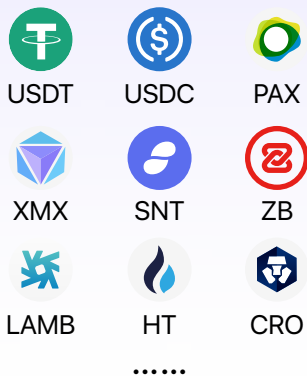
## Powerful Functionality

- Manage 20 Coins and 10,000+ Tokens in ONE Wallet



### ERC20

(Ethereum)



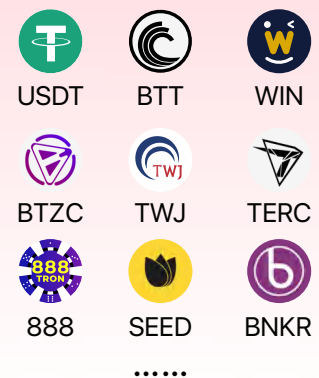
### BEP2

(Binance Network)



### TRC10

TRC20 (Tron)

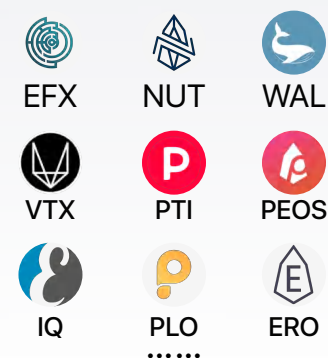


### NEP5

(NEO)



### EOS

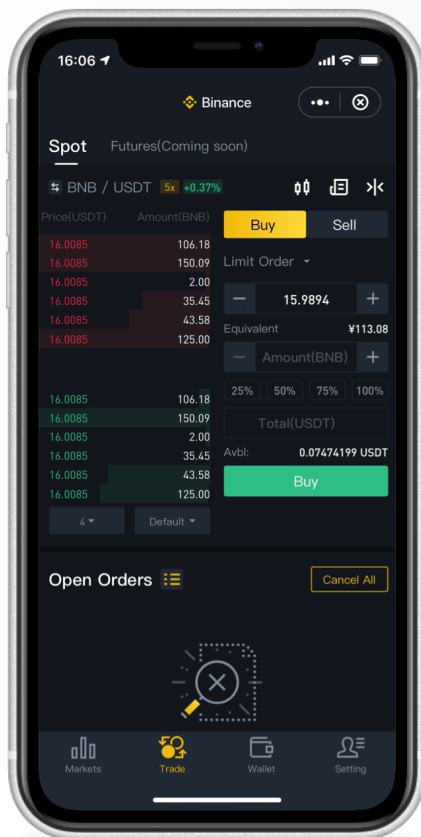


### XLM

(Stellar Lumens)



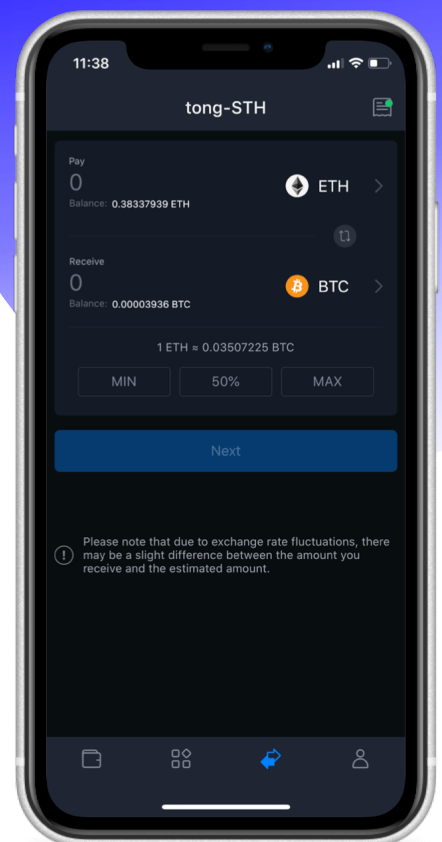
- Secure, Manage, Buy, Swap and Trade crypto ALL IN ONE



Buy & Trade



DApps



Swap

## How Is SafePal S1 Better?

Product	SafePal S1	Ledger Nano S	Trezor One
Chip Set	Dual-chip with EAL5+ secure element	Dual-chip with EAL5+ secure element	Single-chip with a general mcu
Anti-Physical attack	✓	✓	✗
True Random Number Generator	✓	✓	✗
Communications	Encrypted QRcode	USB	USB
Software-End	Mobile phone	PC	PC
Screen	1.3'IPS Screen	Single-colored display	Single-colored display
Self-Destroy mechanism	✓	✗	✗
Currency limitation	Unlimited	3-5 currencies	Unlimited
Retail price	USD \$39.99	USD \$69.99	USD \$59

[View more on our SafePal S1 shopping page](#)

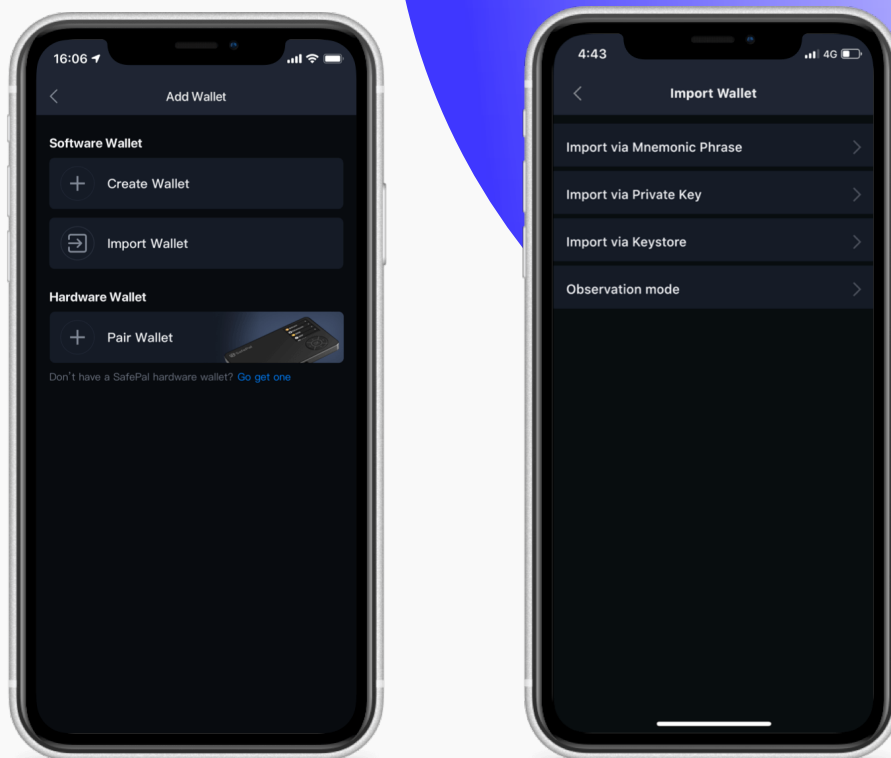
# SafePal Software Wallet

## Manage Crypto Securely At Your Fingertips

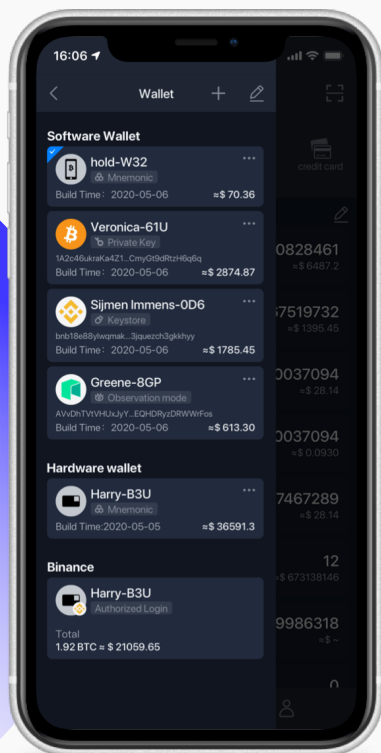


Download App

## Create Or Import In Flexible Ways



## Manage Multiple Wallets In One App



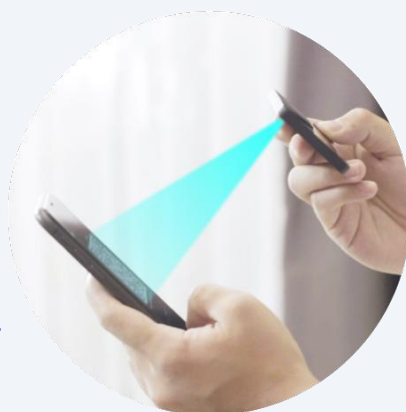
- Allocate your crypto funds into different wallets in an organized way

- Separate daily used wallets from large amount storage wallets

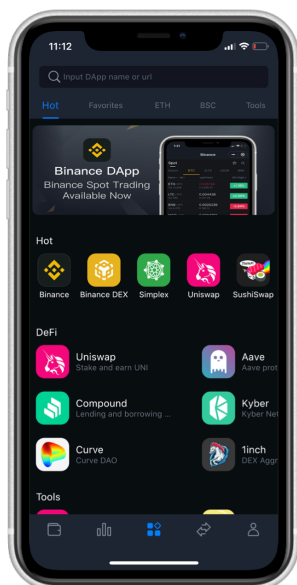
## Compatible With SafePal Hardware Wallet

Looking for more advanced security? Pair it with the SafePal S1 hardware wallet to keep your assets 100% off-line.

[Learn more about SafePal S1](#)

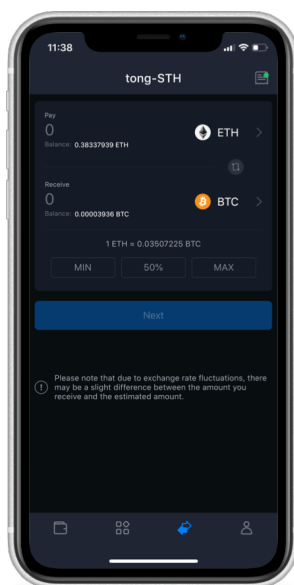


## Manage Crypto Assets At Your Fingertips



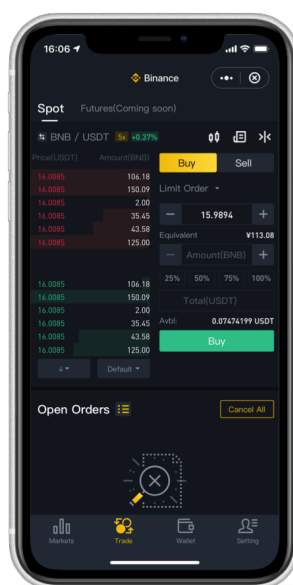
### Dapps login

Login to your favorite Dapps with frictionless experience



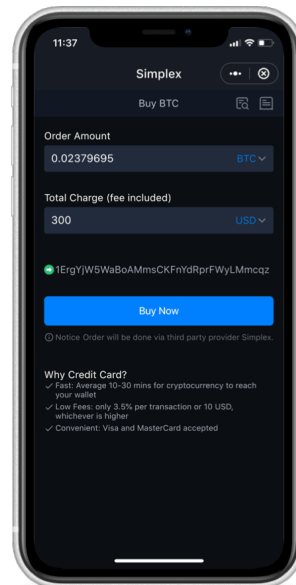
### Swap

Swap unlimited tokens without leaving the decentralized wallet



### Trade

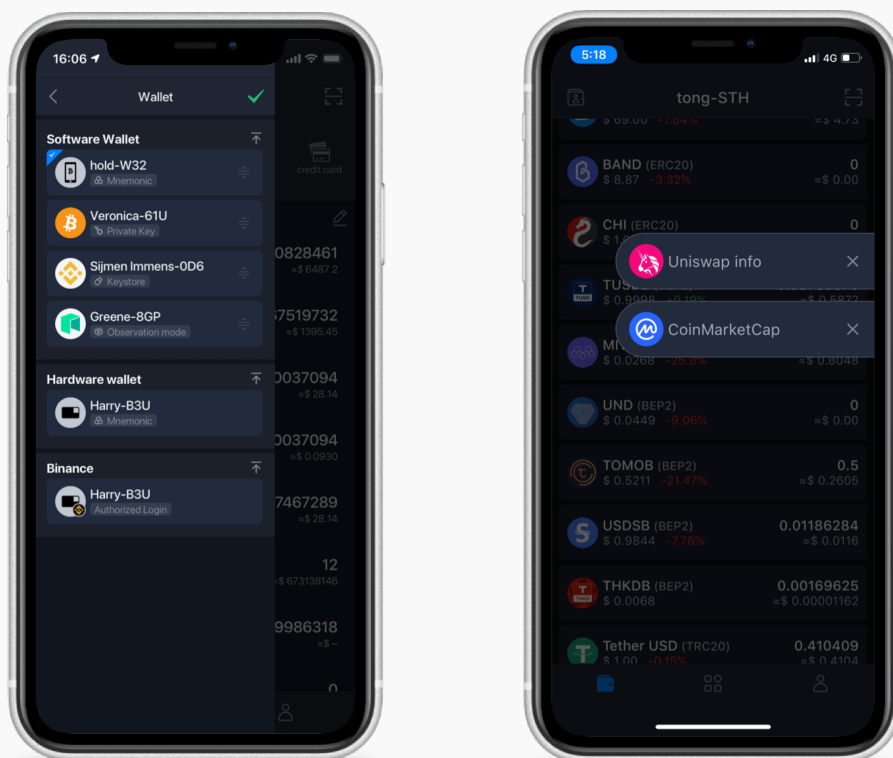
Trade on Binance and Binance DEX conveniently



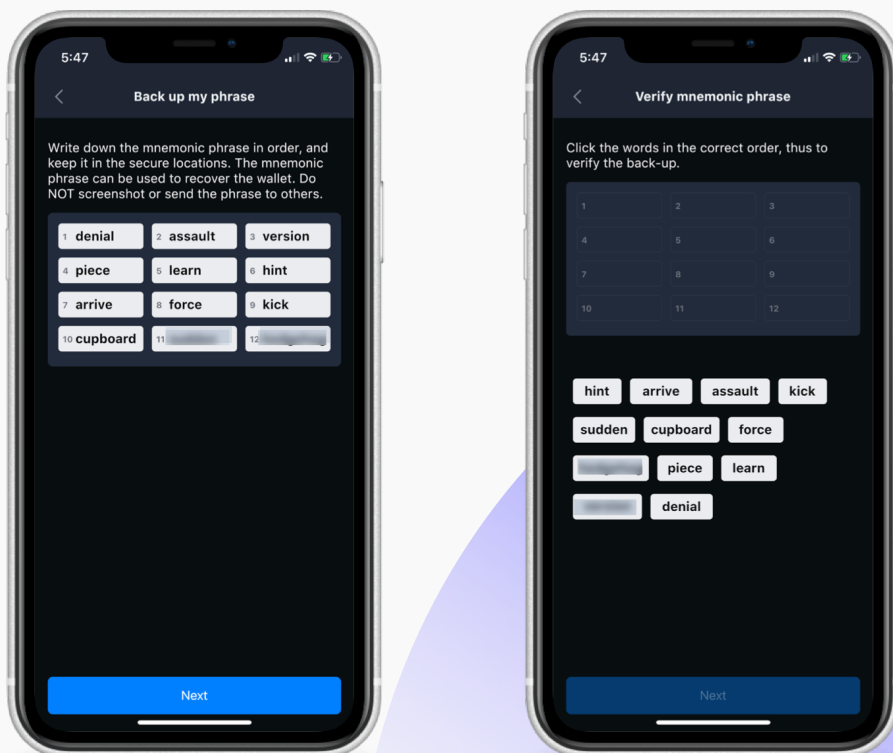
### Buy

Buy crypto from the powerful Simplex integration

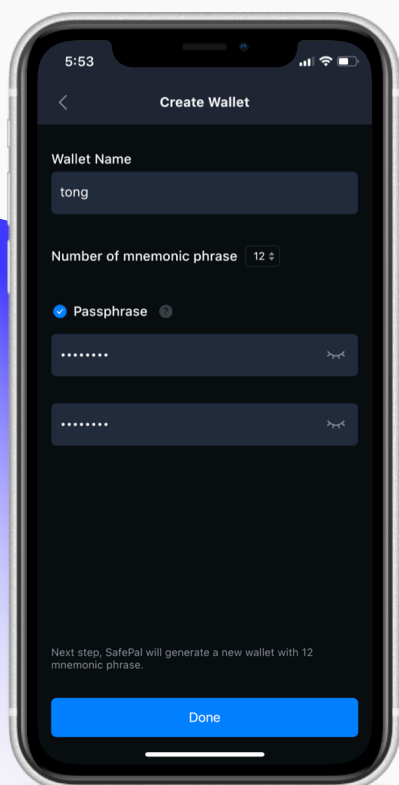
## Intuitive UI And Seamless Experience



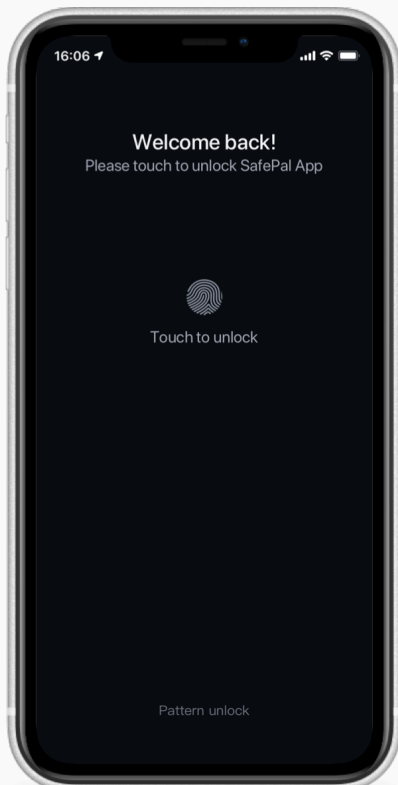
## 100% Decentralized



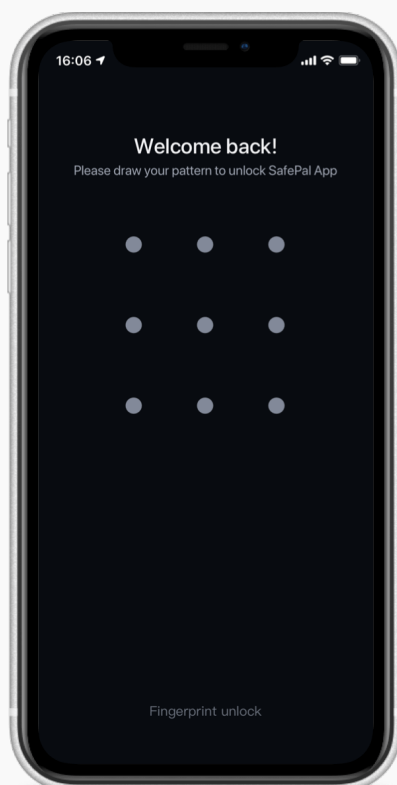
# Secure As Always



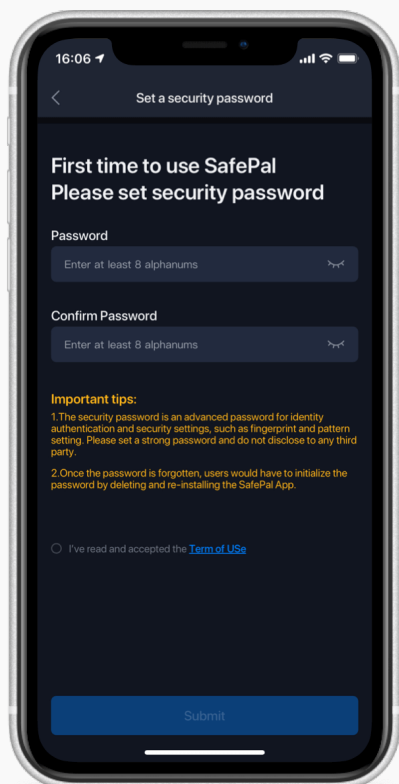
Passphrase enabled



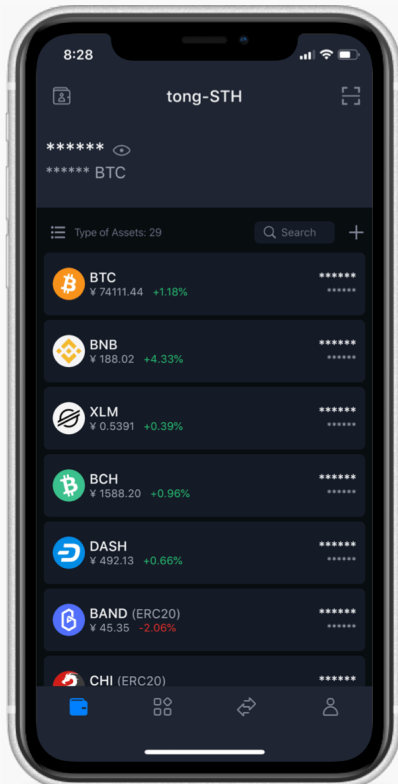
Fingerprint login



Pattern login



Security password



Privacy mode

# PART III

## SafePal Media Kit



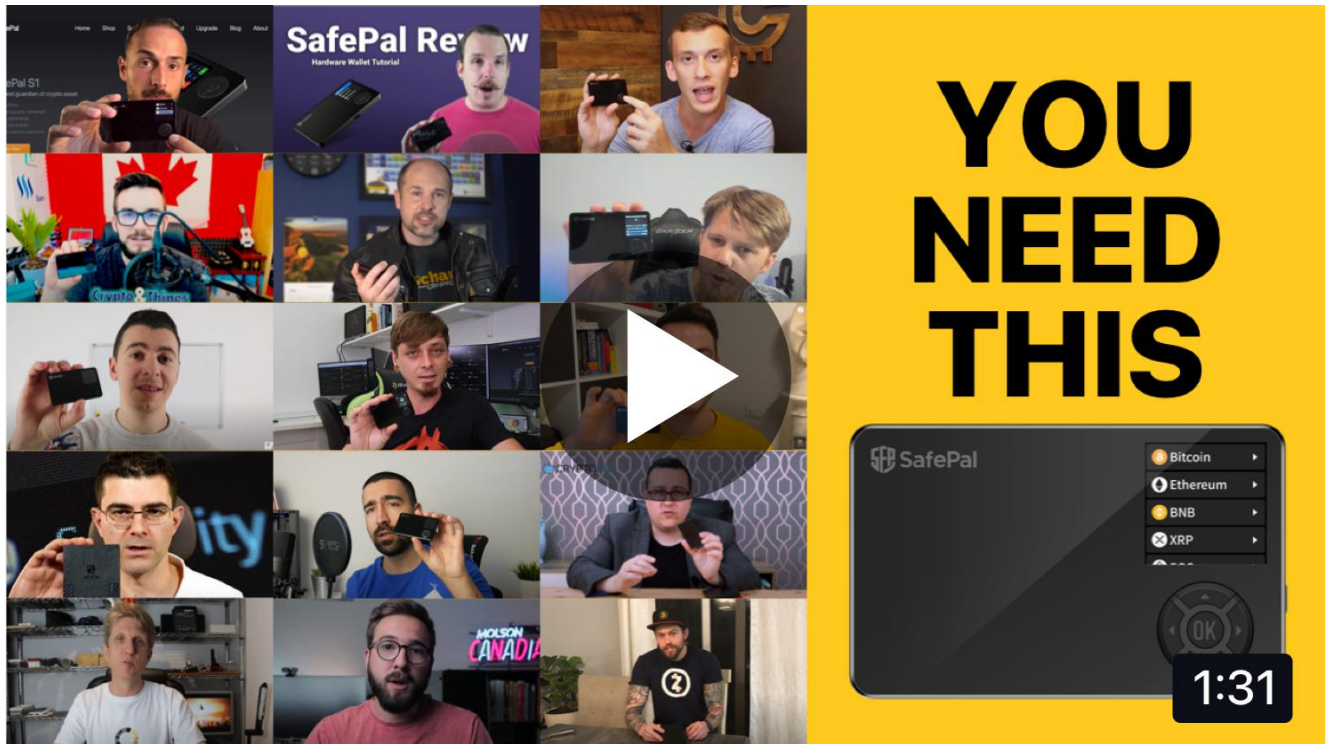
## Merchandise



## Product Pictures



## Product Video



**SafePal S1 Crypto Hardware Wallet-Backed by Binance  
Must have! Better than Ledger&Trezor. Only \$39.99**

**Download the complete SafePal Media Kit →**

## Product Tutorials

All tutorials can be found in the [SafePal Youtube Channel](#).



How to send money with SafePal S1



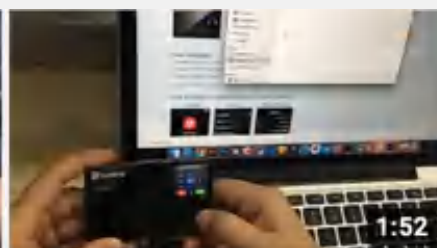
SafePal S1 - 3 steps to set up your hardware wallet easily



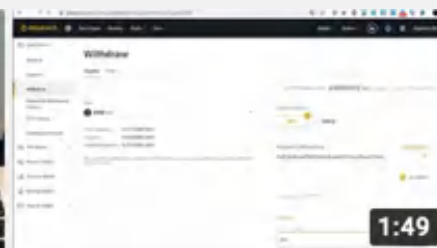
Device authentication step-by-step guide



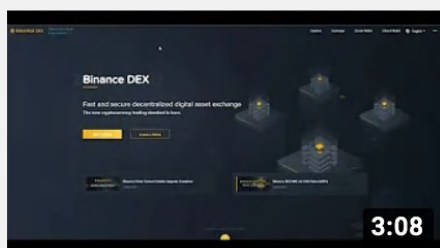
How to upgrade your firmware? SafePal step-by-...



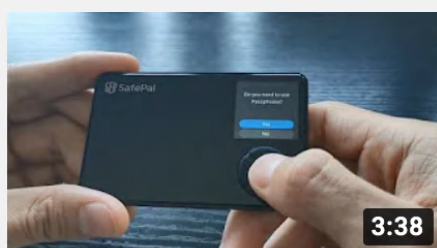
How to upgrade your firmware? SafePal step-by-...



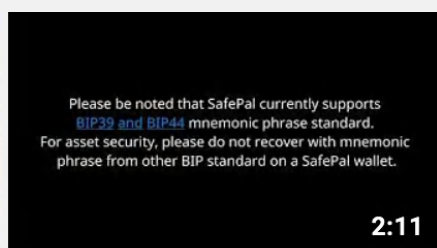
How to withdraw crypto from exchange to SafePal...



Trade on Binance DEX with SafePal - Step-by-step guide



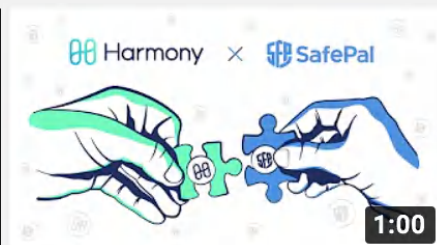
How to use Passphrase on SafePal



SafePal S1 - Recover your hardware wallet in 3 mins



How to send \$QTUM in SafePal | SafePal X Qtum



How to send \$ONE(Harmony) coin with SafePal S1 - Step-...

# PART IV

## SafePal Media Coverage

# SafePal In The News

**Forbes** Create Account | Sign In

## 10 Most Cutting Edge Hardware Wallets Of 2020

Tatiana Koffman Contributor  
Crypto & Blockchain  
I write about financial innovation. Creator of MythOfMoney.com.

Perfect for DeFi traders, SafePal S1 adopts an air-gapped signing mechanism, keeping the device 100% offline. The only way to sign and approve the transaction is to scan the short-distance QRcode, which can prevent any online attacks and short-distance peeking. SafePal S1 is embedded with multiple security sensors, as well. Once any malicious attempt is detected by the sensors, the sensor will trigger a self-destruct mechanism and thus the secure element will erase all wallet data, leaving no trace for the hackers. Notably, SafePal allows for buying and swapping within the SafePal App, hooks into CEX like Binance, and provides powerful dAPP support for DeFi with Uniswap and Compound.




**7 LABS**

## SafePal – A low-cost, SE based, Air-gapped Hardware Wallet

by david

While discussing hardware wallets, **Trezor** and **Ledger** are the two popular names that usually come to the mind. But there are, in fact, other players in this particular market that are slowly getting the spotlight.




In a [previous article](#), we explored a secure Bitcoin

**Bitcoin Lockup**

Home > Crypto Hardware Wallets > SafePal vs Ledger Nano S (2020) | Which Entry Level Hardware Wallet Is Better?

## 5 BEST WAYS TO SECURE YOUR CRYPTOCURRENCY




## SafePal vs Ledger Nano S (2020) | Which Entry Level Hardware Wallet Is Better?

**COINFUNDA**

## SafePal S1 Review: A Hardware Wallet Funded By Binance Lab

BY ANKUR GUPTA - AUGUST 23, 2019

*Confused Between SafePal vs Ledger vs Trezor??? SafePal S1 is an Innovative wallet equipped with a camera and HD Display screen. In SafePal S1 Review, we will discuss the design and features in details. We will also Compare SafePal Hardware Wallet with Ledger and Trezor in Short. Lets start with SafePal hardware Wallet review.*



**HARDWARE WALLET**

## SafePal S1 - Le Hardware Wallet compatible Binance DEX

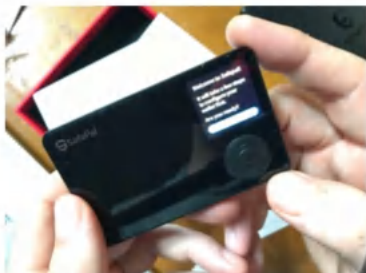
Un hardware wallet séduisant qui allie l'utilisation de QR-Codes, une compatibilité avec Web3, un prix ridiculement bas et le tout supporté par Binance Labs !

BENJAMIN  
29 JUL. 2019 • 11 MIN READ



## Modern Consensus.

Blockchain and Cryptocurrency: People, Culture and Tech



SafePal's hardware wallet (photo by Brendan Sullivan for Modern Consensus).


**Decrypt**

Reviews • Wallets

## SafePal S1 review: A handy Bitcoin hardware wallet with few flaws

The Binance Labs-backed SafePal S1 is easy to use and has a great screen but the keyboard lets it down.


By Tim Copeland 4 min read • May 29, 2019



**BITSONLINE**

## SafePal S1 Review: Inside the Crypto Hardware Wallet Backed by Binance Labs

July 14, 2019 by William Peaster 0 Comment | 10960 Views



# Experts' Reviews








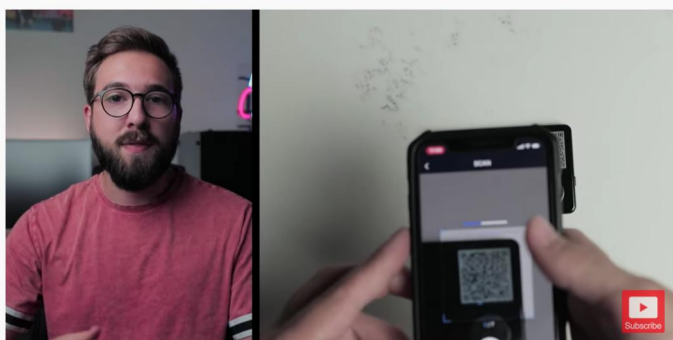
SafePal - Wallet Review - Best Hardware Wallet?

1,841 views • May 27, 2020  78  2  720  SHARE  SAVE ...



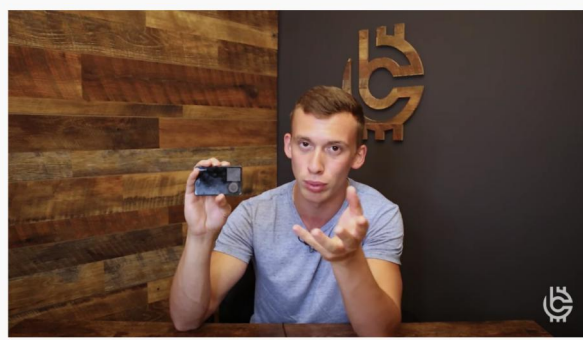
#UPNEXTCRYPTO #SAFEPAL #S1  
IS SAFE PAL THE MOST SECURE AND BEST PRICED HARDWARE WALLET ON THE MARKET? | SafePal S1 WALLET REVIEW

35,628 views • Aug 11, 2020  1.2K  35  720  SHARE  SAVE ...



#Hashoshi #Cryptocurrency #Bitcoin  
SafePal Review: Binance Hardware Wallet (\$40 Cold Storage!)

4,694 views • Jul 15, 2019  147  2  720  SHARE  SAVE ...



How to setup & use a SafePal S1 Wallet | Beginners Guide 2019

3,486 views  127  1  720  SHARE  SAVE ...



SAFE PAL S1 le WALLET ultra COMPLET soutenu par BINANCE

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SWANSEA  
Safest bitcoin wallet - not Trezor or Nano!

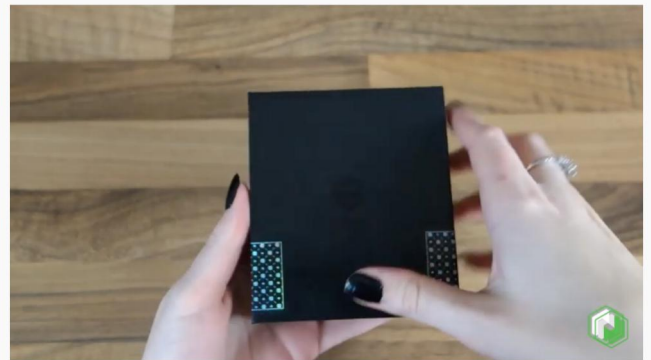
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### Unboxing SafePal S1

8 views • 5 Sep 2020

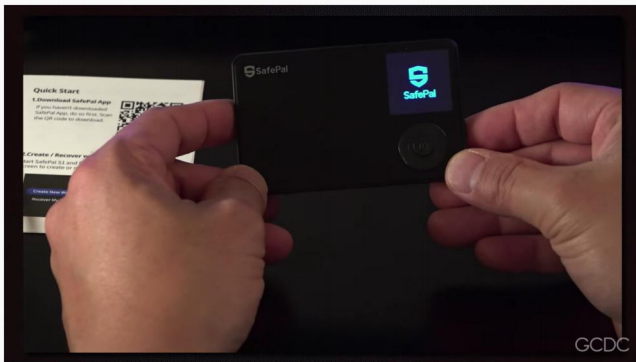
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### SafePal S1 hardware wallet demo

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### SafePal S1 Crypto Wallet Review and Setup

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### The First Binance Approved Crypto Wallet – Watch to Earn Some BNB – SafePal S1 Wallet Review

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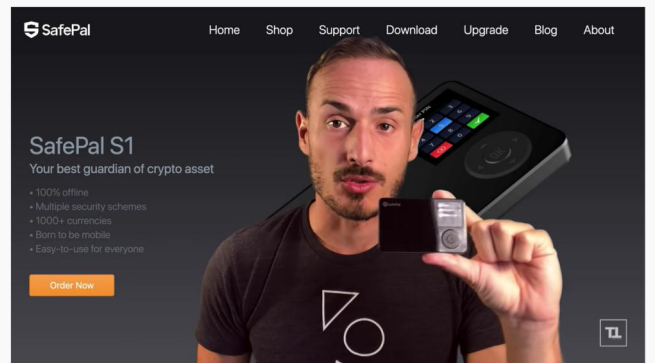
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### SafePal S1: L'Hardware Wallet più ECONOMICO. Unboxing, Recensione e Tutorial

3,632 views • Feb 17, 2020

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### Hardware Wallet Low Budget! - SafePal

7,335 views • Sep 6, 2019

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## Customers' Reviews



KonraderPils

★★★★★ **Top crypto hardware wallet**

Reviewed in the united States on June 11, 2019

Verified Purchase

"I like it. I am using now the SafePal, the SafePal looks better and is much cheaper. The app is running smoothly go on :)"

23 people found this helpful



Jeff Miller

★★★★★ **Great offline wallet**

Reviewed in the united States on June 7, 2019

Verified Purchase

I'm new to hardware wallets. I really like this one! The mobile app works great and the hardware wallet itself is completely offline. Great wallet, great price. Buying another!

26 people found this helpful



Sergio Reyes (El Chupi )

★★★★★ **Good value!**

Reviewed in the united States on January 16, 2020

Verified Purchase

Very good product for your money. The crypto wallet is tiny but very easy to install, use.

15 people found this helpful



yourfriendcaspian

★★★★★ **I Luv the S1!**

Reviewed in the united States on July 13, 2020

Verified Purchase

So far the S1 is perfect! I luv the size, how it feels in the hand, it's easy to use and the price is amazing. It's a perfect starter wallet for someone who's relatively new to crypto and wants that extra piece of mind. My one complaint is I wish the camera was on the opposite edge which would make it more natural but that's just me nitpicking. Oh and the team behind this is super responsive and seems very dedicated. I highly recommend this hardware wallet!

26 people found this helpful



Yue Shi

★★★★★ **Thumbs up!**

Reviewed in the united States on June 18, 2020

Verified Purchase

I did a lot of research and finally decided to go with SafePal. Its spec is more advanced, and user interface is more friendly. I can now move around with my SafePal and send money wherever I want. Brilliant product!

19 people found this helpful

# PART V

## Reference

### 1.SafePal Homepage

[www.safepal.io](http://www.safepal.io)

### 2.Introduction to the security features of SafePal

<https://docs.safepal.io/safepal-hardware-wallet/security-features>

### 3.SafePal S1 introduction video

<https://www.youtube.com/watch?v=z1hp5e4Qffg>

### 4.SafePal Youtube channel

<https://www.youtube.com/channel/UCfqztNiZWV62Eu9kiqKf6WQ>

### 5.Contact US

Support: [support@safepal.io](mailto:support@safepal.io)

Marketing: [marketing@safepal.io](mailto:marketing@safepal.io)

Reseller & Affiliate: [shop@safepal.io](mailto:shop@safepal.io)

Media Kit: <https://drive.google.com/drive/folders/15ES6jNKrfUKdchYeDK9xwZCJv4NWqnJ5>