

EXCHANGES

MERJ and OpenFinance Expand on Asset Listings



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Liquidity for All

The promise of digital securities becoming liquid assets is a wonderful thing. There is a major issue plaguing the sector to date, though – a lack of listings on secondary markets providing a home for these tokens.

While progress may seem slow to some, this is changing. This past week has brought multiple examples of this, as two digital asset exchanges have each announced the addition of new, differently structured, listings to their platforms.

Expansion of Listings

Investment Evolution Corporation (IEC)

With a specialty in facilitating both loans, and crypto based remittance, IEC saw MERJ as an ideal home for listing. With the exchange already supporting various digital securities, the addition of IEC's 106million common shares provides even more diversity among their offerings.

While this particular listing is not a security token, the company deals specifically with crypto and blockchain based endeavours. Furthermore, it builds on the expansion of offerings seen through MERJ – an expansion which directly benefits the security tokens that ARE listed on the exchange.

Paul Mathieson, Founder of IEC, states,

“After extensive global jurisdictional research, we are very excited to have listed our company on MERJ, the world's leading regulated, blockchain-friendly stock exchange located in the

middle of many future high growth areas. We view this listing as a great opportunity for institutional investors seeking exposure to the fintech, blockchain and cryptocurrency sectors by providing the ability to invest in the company equity of a licensed business on a regulated traditional stock exchange.”

Lottery.com (LDCC)

Gamifying charity through blockchain – this is what Lottery.com is all about. After hosting a successful [STO](#) with the help of partners like [Securitize](#), Lottery.com is able to leverage their LDCC tokens as a means for achieving ‘humanitarian needs’.

Unlike the above asset listed on MERJ, LDCC is a full-on security token. By attaining this listing, LDCC now becomes accessible to, not only accredited investors based in the U.S., but non-accredited investors, as well.

Tony DiMatteo, CEO of Lottery.com, states,

“We believe that digital security offerings are the future of fundraising. The transparency inherent in this type of offering aligns with our overall mission...By listing on the Openfinance global platform, we’re not only able to offer this unique type of asset to our current investors, but now we’re able to reach a broader set of investors. However, investors aren’t the only beneficiaries.”

Speaking With...

In the past, we have been fortunate to have interviewed the CEOs of each, OpenFinance and MERJ. While these discussions date back to 2019, they are as relevant today as they were then.

[Interview Series – Juan Hernandez, CEO of OpenFinance](#)

[Interview Series – Ed Tuohy, CEO of MERJ](#)

OpenFinance

Founded in 2017, OpenFinance maintains operations within the United States. Above all, the company works to provide services tailored towards the digital securities sector; Primarily as a secondary market / digital asset exchange.

CEO, Juan Hernandez, currently oversees company operations.

MERJ

Founded in 2011, MERJ operates out of the island nation of Seychelles. The team at MERJ has established themselves within the digital securities sector, by attaining multiple ‘firsts’ within the industry – such as hosting an IPO through equity based security tokens.

CEO, Ed Tuohy, currently oversees company operations.

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Joshua Stoner



Joshua Stoner is a multi-faceted working professional. He has a great interest in the revolutionary 'blockchain' technology. In addition to this, he is a licenced Paramedic in Nova Scotia, Canada. As such, he can provide emergency care/medicine to any situation necessitating it.