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Major Australasian Crypto Acquisition Opens U.S. Market for NZ Exchange

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A record-setting deal in the Australasian cryptocurrency space is positioning a New Zealand-based exchange to enter the United States, with a focus on high-net-worth investors. This move signals a shift in strategy, prioritizing private service and institutional-grade offerings over mass-market speculation.

Swyftx, a leading cryptocurrency exchange based in Australia, has acquired Caleb & Brown, a crypto brokerage and asset manager that primarily serves U.S. clients. The firm is known for its personalized services tailored to high-net-worth (HNW) individuals, typically those

with at least \$1 million in investable assets. This acquisition follows Swyftx's earlier purchase of Easy Crypto, New Zealand's largest crypto platform, in March.

Jason Titman, CEO of Swyftx, described the move as a "strategic leap" into premium investment services.

"We're seeing increased appetite for bespoke, relationship-driven services among affluent investors," Titman said. "This acquisition puts us in a strong position to deliver that in both the U.S. and New Zealand markets."

According to Titman, about 30% of Easy Crypto's customers fall into the HNW category, yet they generate nearly 75% of the platform's total trading volume. Over the past year, Swyftx has seen a 25% rise in new high-value clients, a trend the company expects to continue as more investors seek trusted, hands-on support in navigating digital assets.

Caleb & Brown, headquartered in Melbourne and serving primarily U.S. investors, has built a reputation for direct broker support, customized investment strategies, and secure asset management. Unlike many retail platforms that rely on automation, the firm offers a consultative approach similar to private banking.

Swyftx plans to use its technology and regulatory infrastructure to meet U.S. compliance standards while expanding its premium services globally. The acquisition also enhances Easy Crypto's ability to serve sophisticated New Zealand investors, particularly those cautious of what many perceive as regulatory instability under the current government.

Although financial details of the deal were not disclosed, analysts describe it as the largest crypto-sector transaction between Australasian firms to date. It highlights a growing divide in the industry between speculative, retail-oriented platforms and those focused on high-touch, institutional-grade service.

As digital assets become a more prominent part of global wealth management, Swyftx's expansion illustrates how serious players are aligning with the needs of affluent investors while navigating complex regulatory environments.

By establishing itself in the premium tier of crypto finance, the Australasian firm is not only expanding internationally but also redefining the standard of service expected by serious investors in the digital economy.