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Bybit's $1Mn EthicHub investment shifts 100 tonnes of LATAM coffee to higher-value marketsÂ

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Bybit, the world's second-largest cryptocurrency exchange by trading volume, is reporting significant progress in its strategic partnership with EthicHub, a project supported by Blockchain for Good Alliance (BGA), focused on improving financial inclusion and market access for small-holding coffee farmers.

During ETHCC week in Paris, Ben Zhou, Co-founder and CEO of Bybit, met with EthicHub co-founders Jori Armbruster and Gabriela Chang Valdovinos to review the impact of Bybit's $1 million liquidity investment, announced earlier this year. The collaboration aims to empower rural communities through decentralised finance and sustainable trade opportunities.

Bybit's $1 million liquidity investment is already fueling measurable results. To date, EthicHub has facilitated more than $5 million in loans across its network, maintaining a default rate below 3 per cent, fully covered to protect lenders. The platform has also enabled the sale of over 300 tons of coffee, generating more than $2 million in revenue, and directly supporting more than 10.000 coffee farmers in LATAM.

So far, 40 per cent of Bybit's investment has been deployed in two high-impact projects:

Cosechando Riqueza (Chiapas, Mexico): supported 25 families cultivating 70 hectares of high-quality coffee, promoting agroforestry in regions historically affected by violence.

Costal Campesino (Cauca and NariÃ±o, Colombia): helped 22 families producing "CafÃ© de Paz," or Peace Coffee â?? a sustainable alternative for former guerrilla fighters transitioning from coca cultivation to coffee farming.

Coffees from these projects are expected to reach European markets starting in August, with a projected increase in sales beginning in September. Shipments of these coffees to Europe are scheduled to begin in August, with sales projected to reach approximately $1.3 million in the months ahead.