



Our Point of View on Stablecoins Distribution

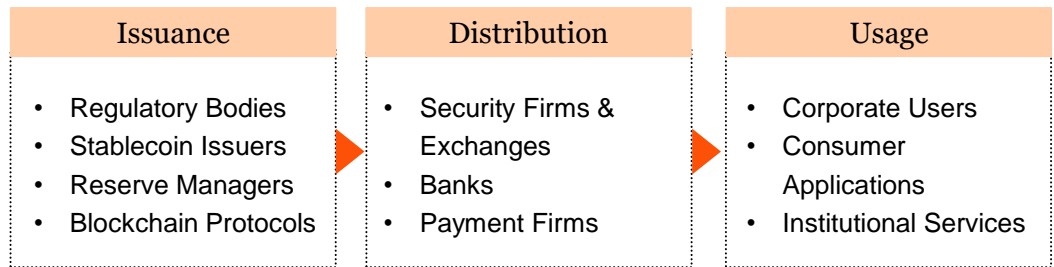


Background

The stablecoin market has transitioned from experiment to a rapidly evolving ecosystem. Issuers now serve millions of users globally, enabling 24/7, low-cost cross-border transactions. To unlock its full potential, **new financial intermediaries** can enter the market to **bridge traditional investors with the growing stablecoin ecosystem**.

Diverse Players, One Ecosystem

From regulators to global corporates, the ecosystem is expanding through collaboration. Below are non-exhaustive examples of the key participants involved:



Stablecoins Are Connecting Everyone



Cross-Border Remittances

Settle with greater speed and cost efficiency via payment service provider.



Consumption

Easy global spending using tokenised balances in digital wallets.



B2B Settlements

Enterprises use stablecoins for supplier payments and treasury management.



DeFi & Web3 Access

Using stablecoins for lending, borrowing, and earning yield in DeFi ecosystem.

\$308 Billion

Market capitalisation in October 2025, representing a **3.64%** increase, marked a new peak for the stablecoin market.

\$200+ Billion

is the combined market capitalisation of the two largest stablecoins (USDC and USDT).

From Traditional Offerings to Web 3...

Traditional financial intermediaries (banks, brokerages, exchanges, and payment providers) can serve as the trusted bridge to Web3 by extending today's offerings into Web3 solution hubs and introducing new propositions that drive growth and deepen customer engagement. Below are non-exhaustive examples:



Secure, Efficient 24/7 Global Payments

Provide clients with the ability to execute instant, around-the-clock cross-border payment that overcome traditional system limitations.



Accelerate Secure B2B Cross-Border Settlements

Implement blockchain-enabled solutions to deliver fast, secure settlement between businesses across borders, streamlining cash flow and enabling smarter treasury management for corporate clients.



Expand Portfolios with Tokenised Asset Opportunities

Brokers can offer clients access to tokenised Real-World Assets (RWA) and cryptocurrencies to diversify portfolios with liquid, fractional assets, unlocking new markets.

Enjoy the Benefits Being Stablecoin Distributors

Enhance Customer Loyalty & Experience

By integrating both traditional Web2 and emerging Web3 services into a single, convenient platform, distributors can offer customers a more comprehensive and seamless experience.

Early Reach to Cross-Border and Non-Local Customers

By offering seamless stablecoin-based payroll and payment solutions, distributors can onboard clients ahead of local competition, capturing a share of this expanding demographic.

Expand Customer Base

Attract Web3 and crypto-native customers segments previously underserved by traditional financial institutions.

Unlock New Revenue Streams

Earn commissions through fee-based revenue from transaction fees, and custody fees for safeguarding customers' digital assets etc.

What To Consider Before Making A Move?

01

Targeting Right Customer and Market

02

Connecting Stablecoin Issuer – Flow Mint & Burn Request Properly

03

Deploying Proper Customer Management and AML/CFT Controls

04

Establishing Custody & Wallet Management Infrastructure

05

Bridging Web3 Players to Expand Diverse Service Scope

Key Challenges

Technology



Legacy system compatibility: traditional platforms (e.g. ERP in banking) were not designed to interface with blockchains, wallets, or smart contracts.

Multi-chain fragmentation: different network introduce inconsistent token standards, which may create integration and control challenges.

Regulatory



Cross-jurisdiction compliance: different regulatory requirements across countries on stablecoin may complicate the management.

High compliance workload: AML/KYC/KYB and Travel Rule requirements may impose heavy onboarding, screening, monitoring, and reporting workloads on distributors.

Operational



Operational control: relevant teams (e.g. finance, audit, and IT) may not be familiar with smart contract and key management, or transaction-signing workflows etc.

Reconciliation complexity: Hybrid on-chain and/or off-chain flows may introduce new challenges on reconciliation.

Other(s)

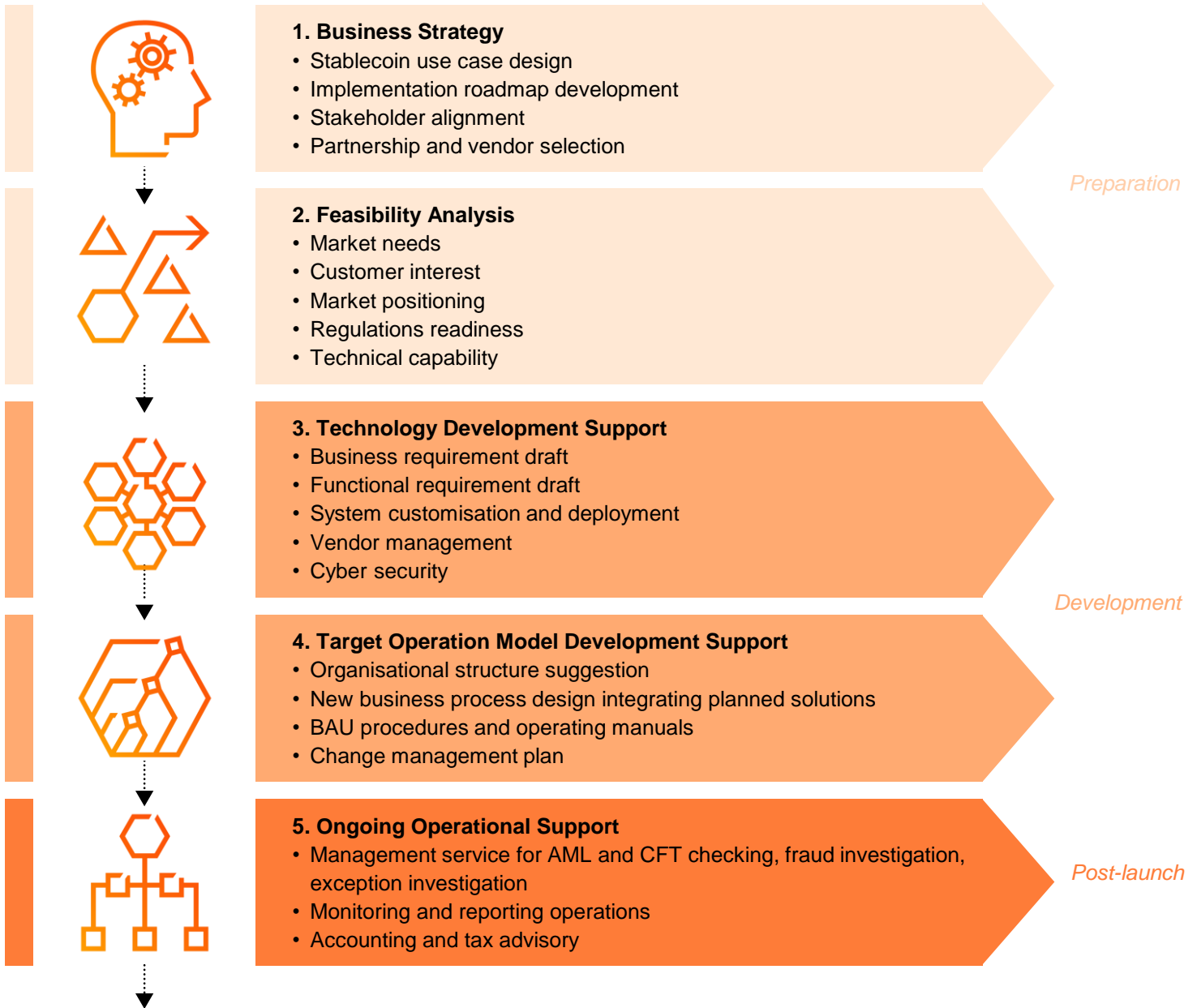


Distributor connectivity limits: few distribution partners (e.g. banks) today support direct interaction with stablecoin or tokenised assets.

Internal capability gap: limited in-house expertise in digital assets and blockchain technologies may constrain delivery.

PwC Approach: An Integrated One-Stop-Shop Solution

Our level of involvement can vary with your specific needs and difficulties – we support every step you make along the journey.



Other supports will be provided tailored to your needs.

What you can expect:



Jump-Start Operational Readiness:

Rapidly convert strategic intent into operational reality



Proven Plug-and-Play Tooling:

Leverage proven technology tools to reduce development cost and risk



Resilient Regulatory Compliance:

Stay ahead of evolving regulatory requirements with compliance insights

Contact Us

We would be delighted to discuss the contents of the development of crypto sector and its impact on the industry, and explore how it could bring value to your business.

Please reach out to us if you have any questions or queries.

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