



## Asset Entities Inc. Launches Cutting Edge, Next Generation (V2) of its Stripe-Verified Ternary Digital Community Payment Processing Platform

February 21, 2024 1:00 PM EST

DALLAS, Feb. 21, 2024 (GLOBE NEWSWIRE) -- [Asset Entities Inc.](#) (NASDAQ: ASST), a provider of digital marketing and content delivery services across Discord and other social media platforms, today announced it has successfully launched Ternary V2, the next generation of Ternary's Stripe-verified payment processing platform for Discord communities.

Ternary V2 will provide additional customer relations management (CRM) tools, allowing community owners the ability to scale, manage, and transact payments all in a single platform. The platform is designed to solve diverse problems in the Creator Economy, the modern economic landscape where creators leverage digital platforms and technology to produce and distribute content that promotes products and services directly to their audience.

"We are thrilled with the progress our team has made over the last several months to accomplish this goal," said Jason Lee, Asset Entities' Chief Technology Officer. "With the significant improvements to our platform architecture, we're confident that Ternary V2 will continue to help manage and scale businesses while allowing us to expand the platform for a new suite of solutions."

Arshia Sarkhani, Asset Entities' Chief Executive Officer, added, "Ternary V2 will allow any individual, business, or brand that has a community to better acquire and capture important information about their customers and aggregate that data into a single portal. Our development team has gone above and beyond with delivering this new platform and we are excited that we can put this in the hands of all of our customers."

The Creator Economy has seen significant growth recently, with a market size estimated at approximately \$250 billion, according to Goldman Sachs (Source: [www.theleap.co](http://www.theleap.co)). Via Ternary V2, Asset Entities plans to capitalize on this growth by onboarding more creators, communities, businesses, and brands to help convert followers into subscribers by providing tools to collect payments securely through Stripe while allowing for better segmentation and personalization for its audience.

Under the management of Jason Lee, Ternary processed over \$10 million in revenue on behalf of its customers, with more than 140,000 estimated successful transactions to date since its founding by Mr. Lee in 2020.

To learn about Ternary and its services, please go to [www.ternarydev.com](http://www.ternarydev.com). To learn about the [AE.360.DDM suite of services](#), please visit [www.ae360.com](http://www.ae360.com) and <https://discord.gg/ae360ddm>.

### About Asset Entities

[Asset Entities Inc.](#) is a technology company providing social media marketing, management and content delivery across [Discord](#), TikTok, Instagram, [Twitter](#), and [YouTube](#) and other social media platforms. Asset Entities is believed to be the first publicly-traded company based on the Discord platform, where it hosts some of Discord's largest social community-based education and entertainment servers. The company's [AE.360.DDM suite of services](#) is believed to be the first of its kind for the Design, Development and Management of Discord community servers. Asset Entities' initial AE.360.DDM customers have included businesses and celebrities. The company's recent acquisition of Ternary, a cloud-based subscription management solution for Discord communities and stripe-verified payment processor, can be found at [www.ternarydev.com](http://www.ternarydev.com)

Learn more at [assetentities.com](http://assetentities.com), and follow the company on Twitter at \$ASST and @assetentities.

### Important Cautions Regarding Forward-Looking Statements

This press release contains forward-looking statements. In addition, from time to time, representatives of the Company may make forward-looking statements orally or in writing. These forward-looking statements are based on expectations and projections about future events, which are derived from the information currently available to the Company. Such forward-looking statements relate to future events or the Company's future performance, including its financial performance and projections, growth in revenue and earnings, and business prospects and opportunities. Forward-looking statements can be identified by those statements that are not historical in nature, particularly those that use terminology such as "may," "should," "expects," "anticipates," "contemplates," "estimates," "believes," "plans," "projected," "predicts," "potential," or "hopes" or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors including those that are described in the section titled "Risk Factors" in the Company's periodic reports which are filed with the Securities and Exchange Commission. These and other factors may cause the Company's actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake any responsibility to update the forward-looking statements in this release, except in accordance with applicable law.

### Company Contacts:

Arshia Sarkhani, President and Chief Executive Officer  
Michael Gaubert, Executive Chairman  
Asset Entities Inc.  
Tel +1 (214) 459-3117  
[Email Contact](#)

### Investor Contact:

Skyline Corporate Communications Group, LLC  
Scott Powell, President  
One Rockefeller Plaza, 11th Floor  
New York, NY 10020  
Office: (646) 893-5835  
Email: [info@skylineccg.com](mailto:info@skylineccg.com)

assetentities

Source: Asset Entities Inc.