

Binance and Franklin Templeton to Develop Digital Assets Initiatives and Products

Franklin Templeton and Binance are harnessing blockchain tech to create solutions that merge the scale of traditional finance with the speed and accessibility of decentralized markets.

SAN MATEO, CA and DUBAI – September 11, 2025 – [Binance](#), the world's leading cryptocurrency exchange by trading volume and users, and [Franklin Templeton](#), a global investment leader with \$1.6 trillion in assets under management, announced a collaboration to build digital asset initiatives and solutions tailored for a broad range of investors.

The firms will explore ways to combine Franklin Templeton's expertise in the compliant tokenization of securities with Binance's global trading infrastructure and investor reach. The goal is to deliver innovative solutions to meet the evolving needs of investors by bringing greater efficiency, transparency and accessibility to capital markets with competitive yield generation and settlement efficiency.

"As these tools and technologies evolve from the fringes to the financial mainstream, partnerships like this one will be essential to accelerating adoption," said Sandy Kaul, EVP, Head of Innovation at Franklin Templeton. "We see blockchain not as a threat to legacy systems, but as an opportunity to reimagine them. By working with Binance, we can harness tokenization to bring institutional-grade solutions like our Benji Technology Platform to a wider set of investors and help bridge the worlds of traditional and decentralized finance."

"Investors are asking about digital assets to remain ahead of the curve, but they need to be accessible and dependable. By working with Binance, we can deliver breakthrough products that meet the requirements of global capital markets and co-create the portfolios of the future," said Roger Bayston, EVP and Head of Digital Assets at Franklin Templeton. "Our goal is to take tokenization from concept to practice for clients to achieve efficiencies in settlement, collateral management, and portfolio construction at scale."

"Binance has a record of innovating first-in-crypto solutions that unlock access and opportunities for investors. Our strategic collaboration with Franklin Templeton to develop new products and initiatives furthers our commitment to bridge crypto with traditional capital markets and open up greater possibilities," said Catherine Chen, Head of VIP & Institutional at Binance.

More details of the collaboration and new product launches will be shared later this year.

About Binance

Binance is a leading global blockchain ecosystem behind the world's largest cryptocurrency exchange by trading volume and registered users. Binance is trusted by more than 280 million

people in 100+ countries for its industry-leading security, transparency, trading engine speed, protections for investors, and unmatched portfolio of digital asset products and offerings from trading and finance to education, research, social good, payments, institutional services, and Web3 features. Binance is devoted to building an inclusive crypto ecosystem to increase the freedom of money and financial access for people around the world with crypto as the fundamental means. For more information, visit: <https://www.binance.com>

About Franklin Templeton

Franklin Resources, Inc. [NYSE: BEN] is a global investment management organization with subsidiaries operating as Franklin Templeton and serving clients in over 150 countries. Franklin Templeton's mission is to help clients achieve better outcomes through investment management expertise, wealth management and technology solutions. Through its specialist investment managers, the company offers specialization on a global scale, bringing extensive capabilities in fixed income, equity, alternatives, and multi-asset solutions. With more than 1,500 investment professionals, and offices in major financial markets around the world, the California-based company has over 75 years of investment experience and \$1.6 trillion in assets under management as of July 31, 2025. For more information, please visit franklintempleton.com and follow us on [LinkedIn](#), [X](#) and [Facebook](#).