

Case Study:

How Hata Accelerated Their Growth with Notabene

“Thanks to Notabene, Hata has strengthened its Travel Rule implementation by improving data reliability, operational efficiency, and regulatory confidence as the company continues to scale.”



David Low
CEO, Hata

Hata, Malaysia’s first dual-licensed crypto exchange, has emphasized security, transparency, and regulatory compliance since its launch in 2023. The platform is regulated by both the Securities Commission Malaysia and the Labuan Financial Services Authority, which oversee Hata’s trading, staking, and instant buy/sell services.

Within Malaysia’s regulatory framework, Hata is subject to stringent adherence to AML/KYC standards. As it’s in a growth phase with plans to expand regionally, the exchange has also assumed robust investor protection requirements and reporting transparency obligations.

The problem

Streamline compliance while scaling confidently

As Hata’s transaction volumes increased, ensuring Travel Rule compliance at scale became a central operational challenge. Before Notabene, ensuring Travel Rule compliance relied on a solution that became untenable as transaction volumes grew.

The operational overhead of compliance grew along with transaction volumes, and eventually, Hata’s ability to scale efficiently while maintaining regulatory confidence broke down.

“Our previous Travel Rule solution was complex and difficult to interpret, creating uncertainty around the accuracy and completeness of the data exchanged. Limited customer support further compounded these challenges, making issue resolution slow and operationally inefficient.”



David Low
CEO, Hata

A scalable travel rule solution built for growth

Notabene's end-to-end Travel Rule solution now lets Hata automate counterparty information sharing, maintaining a robust compliance program while scaling its operations. When Hata searched for a Travel Rule solution, Notabene Transact stood out for four specific reasons:



Global presence

Notabene's reach across multiple jurisdictions ensures reliable compliance and data exchange, even as Hata scales internationally.



Largest VASP network

A well-established network of counterparties streamlines Travel Rule transactions and strengthens operational reliability.



Market-leading expertise in Travel Rule compliance

Deep knowledge of regulatory requirements across jurisdictions helped Hata confidently adopt a scalable solution.



Widespread adoption in Malaysia

The majority of regulated digital asset exchanges in Malaysia already rely on Notabene, reinforcing its credibility.

Hands-on support and low-friction onboarding

Notabene's high standard of support was another key differentiator that helped Hata move quickly and build confidence throughout implementation.

"Right from the get-go, the Notabene team conducted a comprehensive initial integration call to walk us through the setup process, followed by regular follow-up sessions to address questions and ensure alignment"

"Throughout the integration, the team was consistently responsive and proactive in supporting our queries, which helped streamline implementation and reduce operational friction."



David Low
CEO, Hata

From the initial integration call through regular follow-ups and dashboard navigation tutorials, Notabene has provided Hata's team with consistent, proactive guidance. Every step of the setup process was clear and aligned with their operational needs.

Maximizing efficiency through largest network of regulated VASPs

Ease of connection with other VASPs in Notabene's network was another decisive factor in Hata's vendor evaluation, according to Product Analyst, Dey Ren Ngeow.

"Direct integration with Notabene has enabled seamless and reliable Travel Rule data exchange, especially with counterparties across Notabene's VASP network. This has greatly improved interoperability and reduced manual intervention, which has translated into higher operational efficiency, clearer transaction visibility, and improved readiness for audits and regulatory reviews."



Darien Ng
Chief of Strategy
& Product (CSPO)

Future-proof compliance for a rapidly evolving market

Travel Rule compliance remains a rapidly evolving challenge—one that can be particularly difficult for fast-growing exchanges like Hata.

“As Hata continues to scale, we are confident in Notabene’s ability to support our compliance requirements as our primary Travel Rule solution, particularly through its strong reachability and connectivity to other VASPs across the ecosystem”



David Low
CEO, Hata

Why Notabene?



Strong connectivity to the largest international network of VASPs across the ecosystem.



Proven regulatory expertise and industry-leading guidance that adapts to evolving frameworks.



A solution with growing industry traction that supports sustainable regional expansion.

With Notabene, Hata has turned an operational constraint into a **strategic enabler for growth, trust, and efficiency**, positioning the exchange for continued expansion across Malaysia and the wider region.

Scale confidently while staying compliant.
See how Notabene can automate Travel Rule data exchange and support your growth.

[**Book a demo**](#)