2025年８月５日

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Regarding the Integration of the Web3 Entertainment Economic Zone in Collaboration with the WOWOO Project

- Announcing a Rebranding Strategy Toward Realizing a Decentralized Sensibility-Based Society -

We hereby announce that our company has decided to move forward with the comprehensive integration of the ecosystem between the “WOWOO Project (WOWBIT/WWB),” which we support, and the Web3 token “$NYAN,” in which we have strategically invested and promoted business development.

１. Background and Purpose

The TAMAGO Project, with which we have a strategic partnership, has played a key role in the Web3 entertainment sector by contributing to the launch, initial distribution, and community building of $NYAN. (TAMAGO Project Official X: https://x.com/tamago_pj)

This time, following an internal decision within the TAMAGO Project, a policy has been set to transition $NYAN from an “official token” to an “unofficial, community-run token.”

Data recorded on the blockchain is immutable, and the community and ecosystem related to the token continue to develop independently. GYAN BLUE has evolved from “Nyanmaru” and is now taking on new forms as an original character led by the DAO (community), with ongoing community activities. In consideration of these factors, we have decided to integrate the ecosystem with the WOWOO Project.

Accordingly, while respecting the policy of the TAMAGO Project, we will further accelerate our active investment in $NYAN and strategically integrate the ecosystem with the WOWOO Project, leveraging the network of partners we have

built so far, to redefine the value of $NYAN and achieve smoother and more sustainable medium- to long-term growth.

２. Integration with the WOWOO Project (WOWBIT)

The WOWOO Project is a legacy Web3 project that has evolved from the Southeast Asian and Japanese markets, with philosophies of “sensibility-based value,” “empathy,” and “incentivizing creativity” at its core.
At the heart of this lies “WOWBIT (WWB),” which will play a strategic role in the following initiatives through its integrated development with $NYAN:

[Main Integration Policies]

- Gradually merging and linking the $NYAN community and ecosystem into WWB
- Integrating our existing partner IPs and companies into the WWB side, realizing value creation for $NYAN and market cap linkage on the WOWOO platform
- Accelerating the creation of use cases led by WOWOO/$NYAN in the entertainment, gaming, SNS, and metaverse sectors

３. Future Direction

We will continue to foster technologies and use cases that contribute to “essential value creation” in the Web3 entertainment field.
This rebranding and integration policy is not about the “elimination of tokens,” but rather a “re-design through the fusion of philosophy and implementation,” which is directly connected to the realization of the sensibility capitalism that GFA pursues.
After the integration, the WOWOO Project will focus on the following key themes:

- Development of community-driven Web3 utilities (Sensibility × NFT × Participation rewards)
- Optimization of user pathways through multi-chain deployment
- Reinforcing and actively collaborating with major IPs centered around $NYAN
- Strategically expanding partnerships with IPs, especially across Asia
- Pioneering a society where “human creativity itself becomes currency”

Please note that the impact of this initiative on our consolidated business results, etc., will be minimal.
Also, this integration policy will not affect the prices of $NYAN or AGF. These

are distinct assets on the blockchain with their own value formation mechanisms, independent from this integrated project.

■ Regarding Attachments

For details on our medium- to long-term business strategy related to this release, please refer to the attached materials below.

The attached documents include a detailed vision regarding the future prospects of the Web3 economic zone centered on WOWBIT, use cases, partner collaboration, and the evolution of the ecosystem post-integration.

[Attachment]: WOWBIT Mid-Term Business Promotion Strategy (Japanese/English)

*Please find the relevant PDF materials attached at the end of this release. We kindly ask you to review them together with this document.

This release is intended solely for informational purposes and does not constitute an offer or solicitation of any investment.



■About GFA Corporation https://www.gfa.co.jp/

Under our vision of “Supporting the Future of Finance with Cutting-Edge Fintech,” we are fully committed to building “a world where those who do good are rewarded.”

We strive to promptly resolve the funding needs of all our clients, while placing importance on SDGs, and aim to become a company committed to creating businesses with true significance in the world.

By leveraging the network of our group companies spanning various fields, we gather expertise focused on the financial sector, and provide flexible and reliable solutions to meet the needs of both individual and corporate clients.

Head Office: 2-2-15 Minami-Aoyama, Minato-ku, Tokyo WIN Aoyama BIZ+
Representative: Gen Matsuda, President & CEO
Business Activities: Investments in companies and funds, support for investees, real estate-related business, crypto asset-related business

≪Contact for Inquiries Regarding This Matter≫

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以上

WOWBIT Mid-term Business Strategy

~ Building a New Value Creation Ecosystem through Emotional Capitalism ~

August 5, 2025

GFA Corporation

WOWBIT

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Agenda

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WOWBIT

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Executive Summary

WOWBIT fuses emotional capitalism with Web3 technology to create a token ecosystem where social trust transforms into economic value. This strategy outlines GFA's role as a key validator, strategic partnerships, multi-faceted use cases, and the pathway to global expansion.

Revolutionary Tokenomics

The "Burn-to-Give" design creates scarcity value while visualizing social contribution

GFA's Validator Strategy

Leveraging Web3 expertise and corporate networks to build a sustainable ecosystem

Multi-faceted Use Case Expansion

Integrated strategy combining ESG value creation, practical donation models and community building

POINT

WOWBIT is not just a cryptocurrency; it's a new social infrastructure that visualizes and capitalizes goodwill and contribution.

TIMELINE

The 2025-2027 mid-term plan will progressively expand global reach and practical use cases.

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Overview of the WOWBIT Ecosystem

Built on the 'Emotional Capitalism' concept with a Web3 foundation, WOWBIT transforms goodwill and empathy into an economic value stream through its innovative token ecosystem and distributed governance structure.

Emotional Capitalism Foundation

A meme-type Web3 project that converts goodwill and empathy into "non-depletable original assets" and economic capital

Validator Structure

Companies and organizations embodying Web3 and gratitude economy, such as GFA, serve as "WOWNodes" ensuring governance and ethical standards

Token Philosophy

"Currency held to be burned" - A paradoxical design where value grows through burning tokens, nurturing the future through the act of giving

PROJECT TIMELINE

July 2025

Whitepaper Release
WOWNode Validator Participation

Autumn 2025

Token Design Completion
Token Distribution & Use Cases

Winter 2025

WOWOO PORTAL Beta
Corporate ESG Use Cases

Current Market Situation & Opportunities

The global Web3 market is experiencing rapid expansion, with ESG investments surging and meme coins gaining significant traction. These trends, combined with the rise of Real World Asset tokenization, create unprecedented opportunities for the WOWBIT ecosystem.

Web3 Market Expansion

Projected to reach $81.5B by 2030 with 43.7% CAGR. DeFi, NFTs, and DAO governance systems are driving mainstream adoption and institutional interest.

ESG Investment Growth

Global ESG assets expected to surpass $53T by 2025, representing over one-third of projected total assets under management. Blockchain-verified impact is becoming a critical differentiator.

Meme Coin Emergence

Multiple meme coins now rank in the Top 100 cryptocurrencies by market cap. Their viral nature and community-driven ethos create powerful network effects that traditional tokens struggle to match.

RWA Tokenization

Real World Asset tokenization market projected to reach $16T by 2030. Finance, real estate, and art sectors lead adoption, creating new liquidity for previously illiquid assets.

OPPORTUNITY

WOWBIT's Burn-to-Give model creates a unique position at the intersection of meme virality and ESG impact verification.

MARKET TIMING

Institutional adoption of Web3 + ESG initiatives creates ideal conditions for Proof of Goodness implementation.

Concept of Emotional Capitalism & 'Giving Economy'

A society where goodwill, empathy, and voluntary actions are visualized as economic value. Through Proof of Goodness (PoG) on blockchain, contribution history becomes an immutable record, creating a self-sustaining ecosystem where giving generates greater value than taking.

Quantification of Goodwill

Social contributions are immutably recorded on blockchain, transformed into resume-like credentials through Soul-bound Tokens (SBT)

Reverse Paid Advertising as Social Credit Creation

Maximizing transparency and multi-faceted social returns on corporate CSR and ESG investments

Web3 Ecosystem Compatibility

Seamless integration with DeFi, NFTs, metaverse and other protocols, expanding the utility of contribution-based credentials

CONCEPT

"The ultimate self-interest is altruism" - Creating an ecosystem that proves this philosophical concept through transparent and economic mechanisms.

MECHANISM

The Burn-to-Give system creates a paradoxical value proposition: tokens become more valuable as they're used for social good and disappear from circulation.

WOWBIT

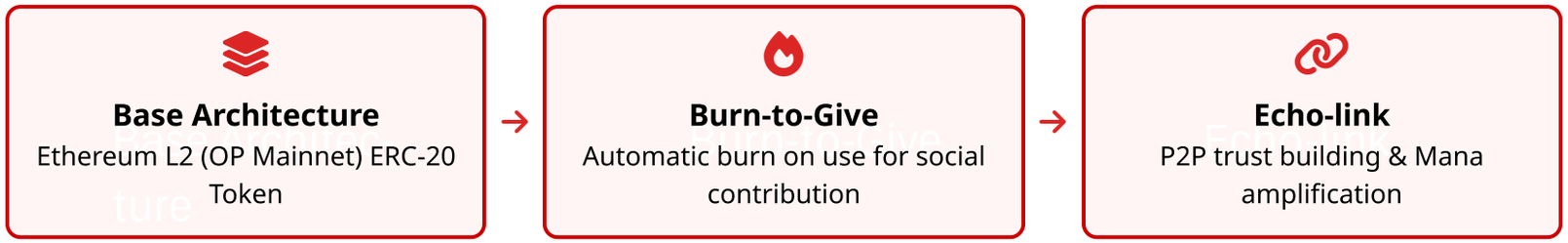
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WOWBIT Technical Architecture & PoG

A meme-type token constructed primarily on Ethereum L2 "OP Mainnet" foundation. Through the Burn-to-Give mechanism and Proof of Goodness (PoG), it transforms acts of goodwill into economic value.



Quantification of Goodwill

Social contribution actions are immutably recorded on blockchain, transformed into resumes through SBTs (Soul-bound Tokens)

Social Credit Creation as Reverse Paid Advertising

Maximizing transparency and multifaceted social returns from corporate CSR and ESG investments

Web3 Ecosystem Compatibility

Deep integration with DeFi, NFT, metaverse applications and existing Web3 protocols

TECH POINT

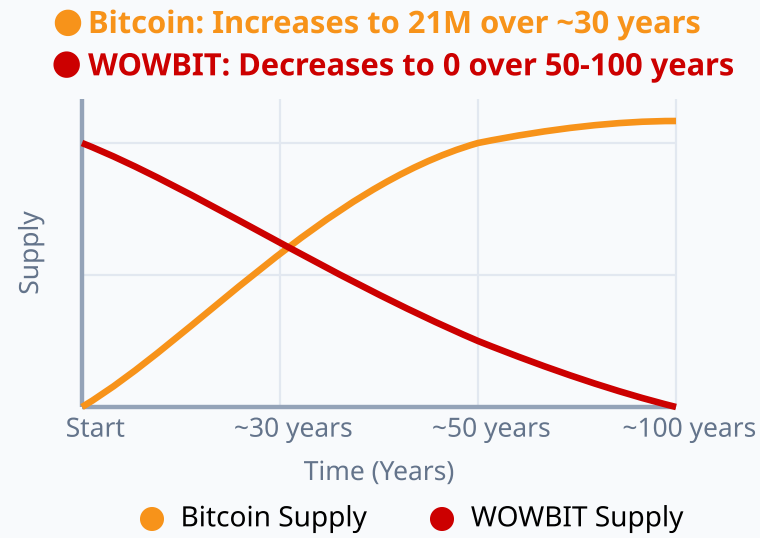
"WOWOO PORTAL" mobile app planned for release in 2025, featuring SBT/PoG management and token utility interface

COMPLIANCE

GFA and other WOWNodes provide advisory services to ensure regulatory compliance throughout service deployment

Tokenomics Design (Burn-to-Give)

Max supply: 1,111,111,111 WWB. Algorithmic burn (Burn-to-Give) and social value incentives create a revolutionary tokenomics model where corporate ESG demands drive buy-side pressure while supply decreases over time.



Burn-to-Give Mechanism

A portion of WWB is automatically burned when used for social contribution, creating both scarcity and social value

Echo-link Feature

Geometric burn acceleration through trust-based P2P connections, amplifying both burn rate and Mana gains

Long-term Scarcity Design

Reverse pattern of Bitcoin—designed to disappear over 50-100 years rather than increase, creating the world's first deflationary token by design

KEY CONCEPT

The reverse of conventional tokenomics: value increases as supply decreases through positive social actions

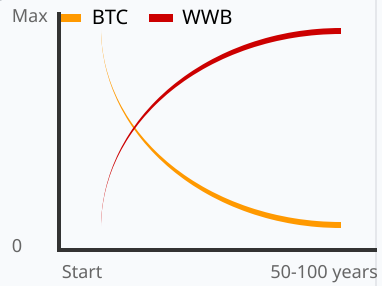
ALLOCATION

Strategic distribution to WOWNodes (20%), Treasury (15%), Social Rewards (15%), Burn Promotion (20%), and other ecosystem functions

Burn Design

Bitcoin's Reverse Design Philosophy

- Bitcoin: Supply **increases** over ~30 years to 21 million ⬆️
- WOWBIT: Supply **disappears** over 50-100 years ⬇️
- Complete inversion of the tokenomic philosophy



Burn-to-Give Mechanism

A portion of WWB is automatically burned when used for social contribution activities. This action creates both token scarcity and "Mana" (goodness score) recorded on SBTs, simultaneously achieving economic and social value.

Echo-link Geometric Burn

Users can form trust-based connections that increase burn rates beyond standard rates. This creates chain reactions of trust relationships, accelerating supply reduction exponentially while amplifying social value creation.

"Currency Held to be Burned"

Unlike conventional assets meant to be accumulated, WOWBIT introduces a paradoxical concept: value increases through deliberate destruction.

> *"Value increases through giving; the future grows through burning."*

As WWB disappears from the world, it signifies that society is becoming more mature through acts of giving and contribution—a philosophical shift in how we measure economic and social progress.

Burn Acceleration Factors

- Social contribution activities
- Trust-based Echo-links between users
- Corporate ESG initiatives and sponsorships
- Community-validated impact projects

KEY CONCEPT
WOWBIT is the world's first blockchain use case where the more tokens disappear, the more society advances towards positive change.

BURN RATE
Starting at a base rate of 5-10% per transaction, with possible acceleration to 30%+ through Echo-link mechanisms.

What If Money Disappeared From The World?

What if there existed a currency with no inventory—where tokens disappear through social contribution? How would society transform? The challenge is to overcome conventional capitalism's limitations: by turning all tokens into proof of altruism, WOWBIT proposes a revolutionary approach to value circulation and philosophical finance.

> *"Bitcoin's supply grows over ~30 years while creating resource competition. In contrast, WOWBIT is designed to disappear over 50-100 years, transforming scarcity economics into abundance through giving."*

Capitalism's Dilemma

Debt and consumption drive traditional capitalism, creating unsustainable growth patterns. Bitcoin attempted to solve this but became another scarce resource for competition rather than collaboration.

Reverse Paradigm

WOWBIT reverses token economics: value increases as supply decreases through social contribution. The ultimate act of self-interest becomes altruism in this new philosophical framework.

Emotional Capital

When wealth is defined by giving rather than holding, emotional resonance becomes a new form of capital. WOWBIT transforms goodwill into a scarce, trusted, and permanent asset class.

Mathematical Expression:

Supply & Demand

$$P_{WWB} = D_{WWB} / S_{WWB}$$

Burn Effect

$$S_{WWB} = S_0 - B$$

Combined Model

$$P_{WWB} = f(M_{WWB}, I) / (S_0 - B)$$

KEY INSIGHT

The ultimate goal: a world where WOWBIT tokens cease to exist because their social impact mission has been fulfilled.

PHILOSOPHY

"Those who eliminate tokens from the world through goodwill earn the right to create the next generation of currency."

WOWBIT

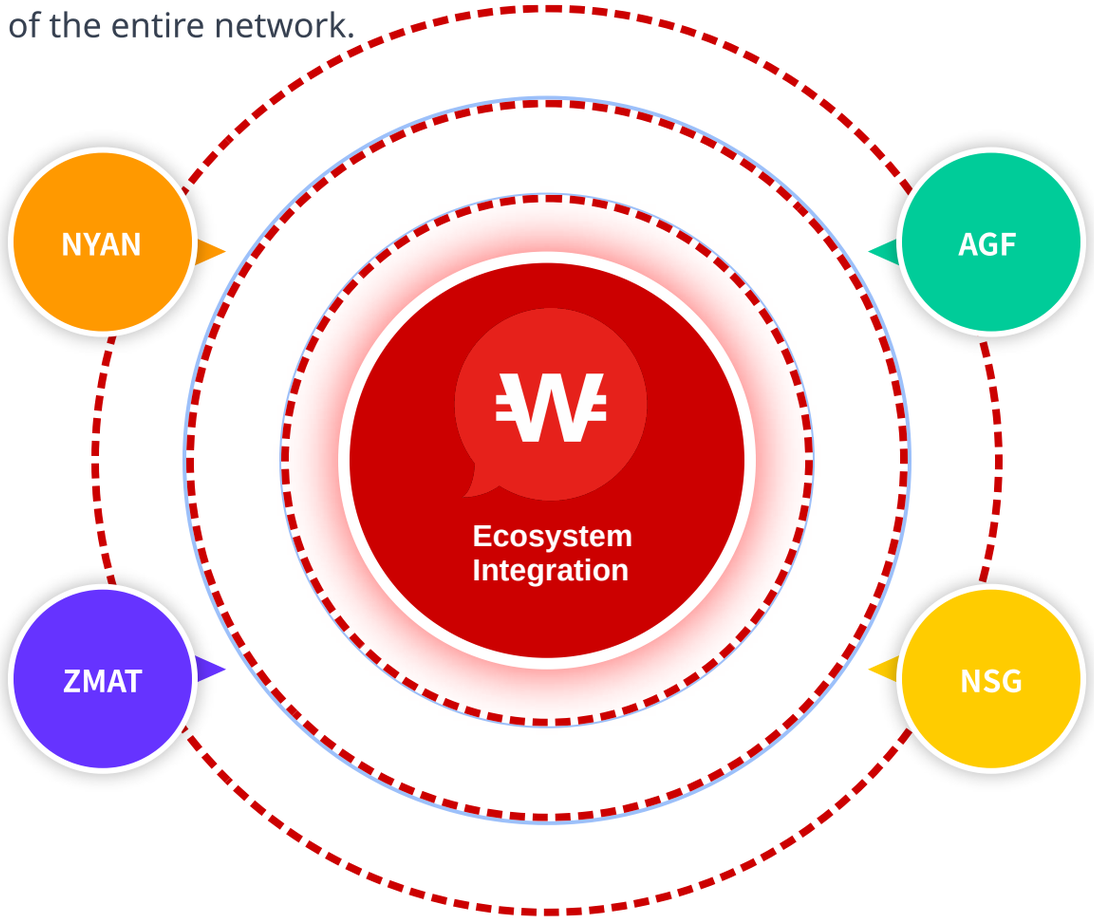
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GFA Ecosystem Integration Strategy

All meme tokens and ecosystems invested by GFA—NYAN, AGF, ZMAT, NSG—will be integrated into WOWBIT. The integrated ecosystem creates synergies that exponentially increase the value proposition of the entire network.



¥1 TRILLION

Market Cap Target

Accelerated Growth Strategy

INTEGRATION BENEFITS

Combining meme virality, gold backing, utility functions, and art assets creates a comprehensive ecosystem with multiple value streams.

GROWTH STRATEGY

GFA will leverage its listed company connections and global partnerships to accelerate adoption across financial institutions and Web3 communities.

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Validator Strategy (GFA)

GFA leverages its expertise in Web3, RWA (Real World Assets), and ESG to ensure transparency, ethical governance, and business expansion as a key validator (WOWNode) in the WOWBIT ecosystem.

Web3 & Traditional Finance Bridge

Combining deep blockchain expertise with traditional financial markets knowledge to create sustainable connection points between Web3 and institutional finance.

Listed Company Network

Access to an extensive network of publicly traded companies through GFA's investment banking operations, enabling strategic B2B partnerships and enterprise ESG adoption.

ESG Implementation Expertise

Leading development of blockchain-based ESG verification systems that ensure quantifiable impact measurement and transparent reporting for corporate sustainability initiatives.

Reverse Paid Advertising Innovation

Pioneering the implementation of the reverse paid advertising model, transforming corporate advertising expenses into investable assets with quantifiable ESG returns.

KEY CONTRIBUTION

As a WOWNode validator, GFA provides governance support and ethical oversight while facilitating corporate adoption through its extensive business network.

PARTNERSHIP STRATEGY

Leveraging equity finance expertise to create hybrid funding models that bridge traditional capital markets with Web3 token economics.

Multi-faceted Collaboration Model

A value-creating structure spanning corporates, individuals, DAOs, and communities. WOWBIT creates a comprehensive ecosystem where all stakeholders contribute to and benefit from sustainable value circulation through social impact.

Corporate Value

- ESG reporting with on-chain proof
- Reverse paid advertising returns
- Brand value enhancement
- Stakeholder engagement

Individual Benefits

- SBT-based reputation building
- NFT incentives & rewards
- Social contribution records
- Community membership privileges

Strategic Alliances

- B2B2C network effects
- Web2/Web3 integration pathways
- DAO governance participation
- Cross-platform value creation

SYNERGY EFFECT

The three-way collaboration creates exponential value through network effects, where each stakeholder's participation enhances the ecosystem's overall impact.

GROWTH STRATEGY

Strategic B2B2C alliance development, decentralized DAO growth, and value circulation form the core expansion methodology.

Reverse Paid Advertising Model

A revolutionary model where advertising expenditure becomes an investable asset through blockchain. Companies purchase WWB tokens via OTC, allocate them to social impact activities, and receive proportional advertising rights within the ecosystem.

1 OTC Purchase

Companies acquire WWB tokens through Over-The-Counter transactions from the reverse paid advertising allocation.

2 Restricted Wallets

Purchased tokens are managed in wallets with selling restrictions, ensuring commitment to social impact.

3 Impact Allocation

Generated funds are directed to social contribution activities through Wowoo, creating measurable impact.

4 Ad Rights

Based on investment volume, companies gain rights to distribute advertising content within the ecosystem.

KEY INNOVATION

Traditional advertising costs transformed from "expenses" into "investable assets" with potential resale value to future advertisers.

UNIQUE ADVANTAGE

GFA's listed company network × Web3 expertise creates unprecedented fusion of equity finance and crypto economics.

Burn to Impact Program

Powered by GFA

Institutional investors can stake and burn WWB to receive the following comprehensive benefits, creating more value than the investment cost:

Wowoo Impact Rewards

Gain co-branded ESG activity-linked NFT sales rights. When users purchase NFTs, actual ESG activities (e.g., tree planting, litter collection) are triggered, plus participants can win premium prizes—creating new revenue channels.

Tax Incentives

Burns may qualify as charitable donations for tax purposes in certain jurisdictions, with transparent on-chain proof of contribution. This can significantly reduce the effective cost of participation in the ecosystem.

Brand Exposure

Featured visibility on real-time burn dashboard showcasing your company's active ESG contributions. Build brand reputation as a sustainability leader within the Web3 community and beyond with verifiable impact metrics.

Burn Priority Auction

Acquire rights to add custom conditions through competitive bidding. These customized parameters strengthen your brand's sustainability narrative and ESG positioning, delivering ROI that substantially exceeds investment costs.

PARTICIPATION TERMS

Minimum investment: ¥50M+ • Burn ratio: 20%+ • Lock period: 6+ months

PROGRAM LAUNCH

Starting Autumn 2025 with early access for strategic corporate partners

Global Expansion Strategy

To spread the concept of emotional capitalism worldwide, GFA leads WOWBIT's global expansion. Our borderless Web3 technology will enable value creation and goodwill visibility across national boundaries.

Overseas Validator Partnerships

Strengthening relationships with international validators to ensure ethical governance and regional adaptability. Focus on financial institutions and ESG-forward organizations in key markets.

NGO/ESG Collaborations

Developing co-created donation models with NGOs and ESG organizations worldwide. Implementing PoG (Proof of Goodness) verification for international social impact initiatives.

Multilingual DAOs

Building inclusive, multilingual DAOs with focus on Asia and North America initially. Supporting 10 languages by 2027 to enable truly global community governance and participation.

Hybrid Web2/Web3 Expansion

Implementing strategic onboarding through familiar Web2 interfaces while maintaining Web3 infrastructure. Lowering barriers to entry for traditional enterprises and general users.

Regional Strategies

Asia

- Leverage GFA's B2B network
- Southeast Asian NGO partnerships
- Multi-language community portal

Europe

- ESG-focused enterprise alliances
- Regulatory-compliant implementations
- Sustainability metrics integration

Americas

- Web3 innovator ecosystem building
- MVMNT and IP partner collaboration
- Academic and institutional outreach

TIMELINE
Phase 1 (2025): Asian expansion • Phase 2 (2026): Europe & Americas • Phase 3 (2027): Global ecosystem integration

TARGETS
8+ international validators, 25+ enterprise partnerships, 10 languages supported by 2027

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KPI Targets for 2025-2027

Token Adoption & Growth

2025	2026	2027
6,800 WWB Holders	150,000 WWB Holders	500,000+ WWB Holders

Corporate Sponsors

2025	2026	2027
10 Companies	30 Companies	100+ Companies

Global Expansion

2025	2026	2027
3 Languages	6 Languages	10+ Languages

Global Transaction Volume

2025	2026	2027
$10M Donation Value	$50M Donation Value	$100M+ Donation Value

DAO Participation

2025: 5,000 members

2027: 30,000+ active participants

dApps Integration

2025: 3 partnerships

2027: 15+ integrated services

Staking Participation

2025: 30% of tokens

2027: 55%+ of circulation

TECHNICAL DEVELOPMENT: Token Swap (2025) → AI Optimization (2026) → Full Web3 Integration (2027)

NEXT MILESTONE: OTC Program Launch (Autumn 2025)

Summary & Future Vision

A New Economic Sphere Realized by WOWBIT

WOWBIT demonstrates to the world **a paradoxical Web3 economics where growth comes through giving**. GFA, as a validator, will spearhead global expansion as an engine for distributed social value creation. We aim to create synergies for sustainable economic growth and a trust capital society.

The Next Stage of Emotional Capitalism

Visualization of Trust

Establishing economic foundations that quantify and capitalize trust and goodwill

Multi-faceted Ecosystem

Value co-creation network connecting corporations, NGOs, and individuals organically

Sustainable Growth

Circular development through the integration of social contribution and economic value creation

WOWBIT Future Vision by GFA

Leading Role as a Validator

Utilizing Web3 expertise and corporate networks to lead the construction and expansion of a sound, sustainable ecosystem

Contribution to Global Value Creation

Establishing and disseminating a new socioeconomic model through cross-border visualization and circulation of goodwill and trust