

WOO

ON AN
**AI-DRIVEN
ROADMAP**

2025 Q1 | QUARTERLY REPORT



PERFORMANCE & STRATEGY HIGHLIGHTS



2024 Performance

\$29.3M
REVENUE
(3.5x YoY Growth)

TRADING VOLUME
More than \$400B
driven by WOO X & WOOFi's product adoption

2025 Strategy

1 Growth acceleration
Institutional onboarding and market expansion

2 Cost efficiency
Restructuring, optimizing expenses

3 AI framework
Infra and frontend for insights and trading tools

4 WOO App 2.0
Permissionless platform blending DeFi and CeFi

OUR GROWING ECOSYSTEM PARTNERS



3.5X REVENUE GROWTH IN 2024



WOO: EVOLVING PRODUCT OVERVIEW



CeFi and DeFi trading

WOO X (CEX), WOOFi (DEX)



Social trading

Top discretionary, algorithmic, and AI-driven lead trader strategies



Omnichain UX

Users can swap, trade perps, earn and stake across 10+ EVM networks and Solana



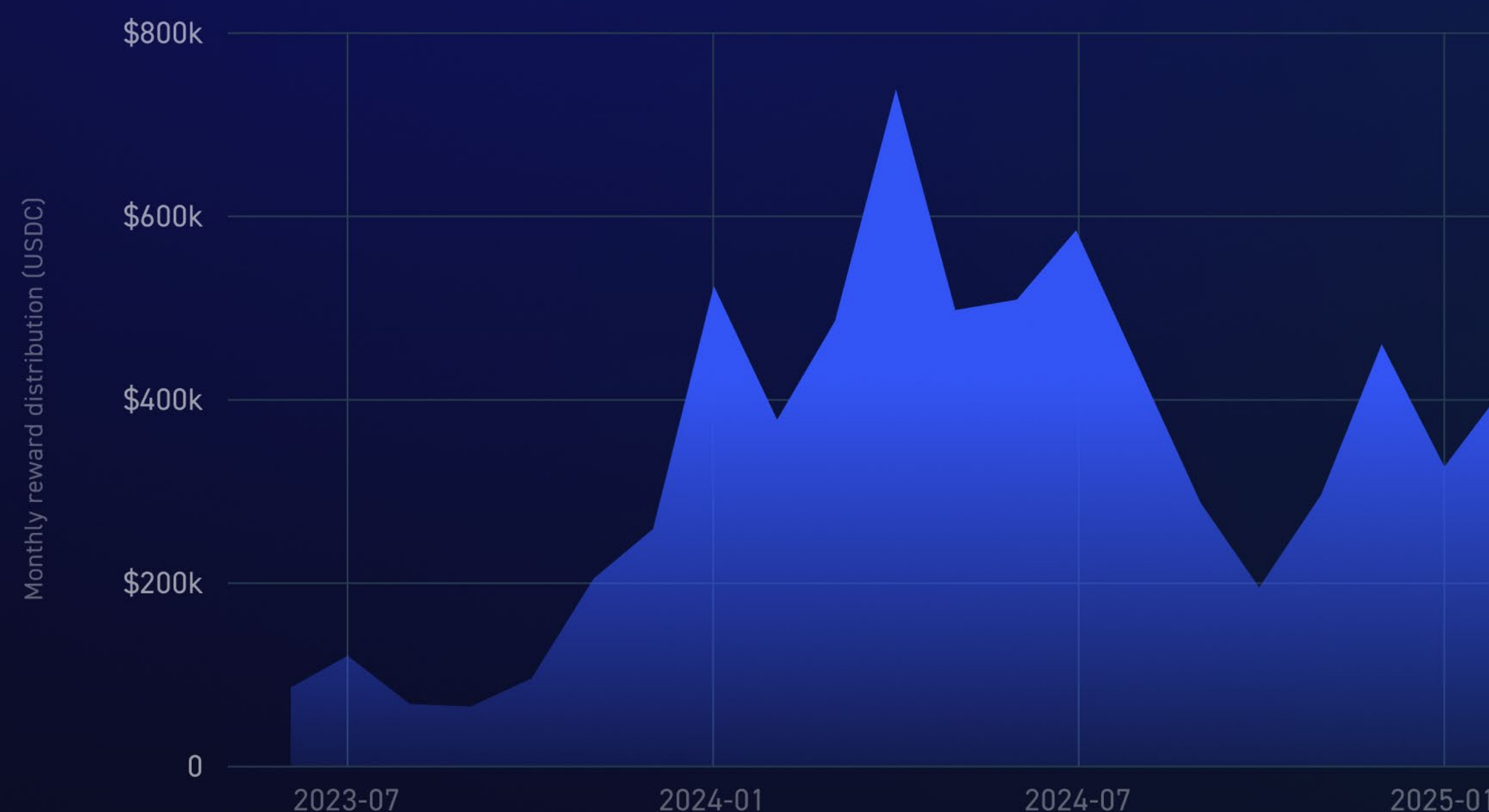
Powered by WOO

The WOO token accrues revenue share and utility across all platforms



WOO STAKING: BOOSTING UTILITY & VALUE ACCRUAL

Monthly reward distribution on WOO Stake (USDC)



WOOFi shares 80%

of its swap and perps net revenue with stakers

WOO X shares 0.1 bps

of all trade volume with stakers

Staking rewards rising

From <\$100k per month in mid-2023 to nearly \$800k in 2024; with future catalysts to boost yields including WOOFi expansion on Solana and WOO X growth

Launched My WOO

Unified holding and staking program on WOO X that gives users fee discounts, boosted referral rates, and free withdrawals for holding, staking or using WOO in yield products

WOO STAKING:

LOCKING UP A GREATER SHARE OF THE SUPPLY

WOO staked on all chains



Steady growth in token staked

In Q4 of 2024, WOO X migrated to a fully onchain staking model, with non-inflationary revenue share from WOOFi and WOO X.

Around 620m WOO, representing 32% of the circulating supply has been staked across Arbitrum, Ethereum, BSC, Avalanche, and other EVM chains.

Both Binance and WOO X have built centralized earn portals to pass on yields to their respective users.

DAILY ONCHAIN BUYBACKS WITH MONTHLY BURNS

Consistent buybacks

WOO Stake executes automated buys, twice daily, via onchain liquidity sources

Accelerated growth

Significant increase in buybacks from mid-2024, surpassing 19m WOO at the end of Q1, 2025

Stakeholder alignment

Buybacks create strong flywheel as all holders are incentivized to promote platform growth

Match and burn

Foundation treasury wallet matched and burned 6.7m WOO in Q1

WOO cumulative buyback (\$WOO)



2025 STRATEGIC GROWTH PLAN

2025 PRODUCT ROADMAP

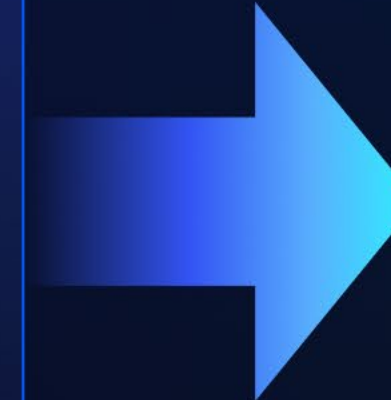
2025 H1

WOOX

- 🚀 Onchain spot liquidity
- 🚀 Data and research portal
- 🚀 AI Copilot v1
- 🚀 Social trading optimizations
- 🚀 Gamified binary trading product
- 🚀 Connection to WOOFi Earn
- 🚀 Mobile optimizations and light mode
- 🚀 Campaign and onboarding automation

WOOFi

- 🚀 WOOFi Pro Wallet revamp
- 🚀 Fiat onramp
- 🚀 More swap assets and networks
- 🚀 WOOFi Swap contract optimization
- 🚀 Multi-language support
- 🚀 Leaderboards
- 🚀 Mobile web UI improvements
- 🚀 Solana aggregator integrations



2025 H2

WOO APP 2.0

A permissionless do-it-all trading and investment app, combining the best of WOOFi's self-custody features, wrapped in an AI-driven frontend.

- 🚀 AI copilot for research and insights
- 🚀 Advanced portfolio management and DeFi strategies
- 🚀 Chain-abstracted interface with social login
- 🚀 Direct fiat solution

GO-TO-MARKET STRATEGY

1 Top-of-funnel growth

- Video content marketing
- Affiliate marketing
- Regional community building

2 Conversion

- Paid ad strategy
- Improved automation
- New product releases

3 Activation & retention

- Rewards hub
- Futures credits
- Campaigns and incentives



TOKENOMICS:

SUSTAINABLE GROWTH & LOW DILUTION RISK

Unlock progress



- **Fully unlocked: 1.9B (~86%)**

Token genesis in Oct 2020, with vesting concluded in Nov 2024

- **Event-based unlock: 300M WOO (~14%)**

remains locked until we have reached the targeted FDV (\$4b, \$6b, \$8b, and \$10b)

Amount staked: 620M (~28%)

Growth wallet usage

Using around 6.1m WOO tokens per month, which works out to about 3.8% of total supply per year for growth initiatives

YOUR ROLE IN THE MISSION STARTS HERE

- 1 Introduce WOO to brokers and partners**
- 2 Refer top traders and affiliates**
- 3 Trade on WOO products, increase yield for stakers**
- 4 Support or lead regional communities**
- 5 Participate in weekly calls and actively give feedback**
- 6 Create memes, reels, and build a strong, resilient culture**

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