

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

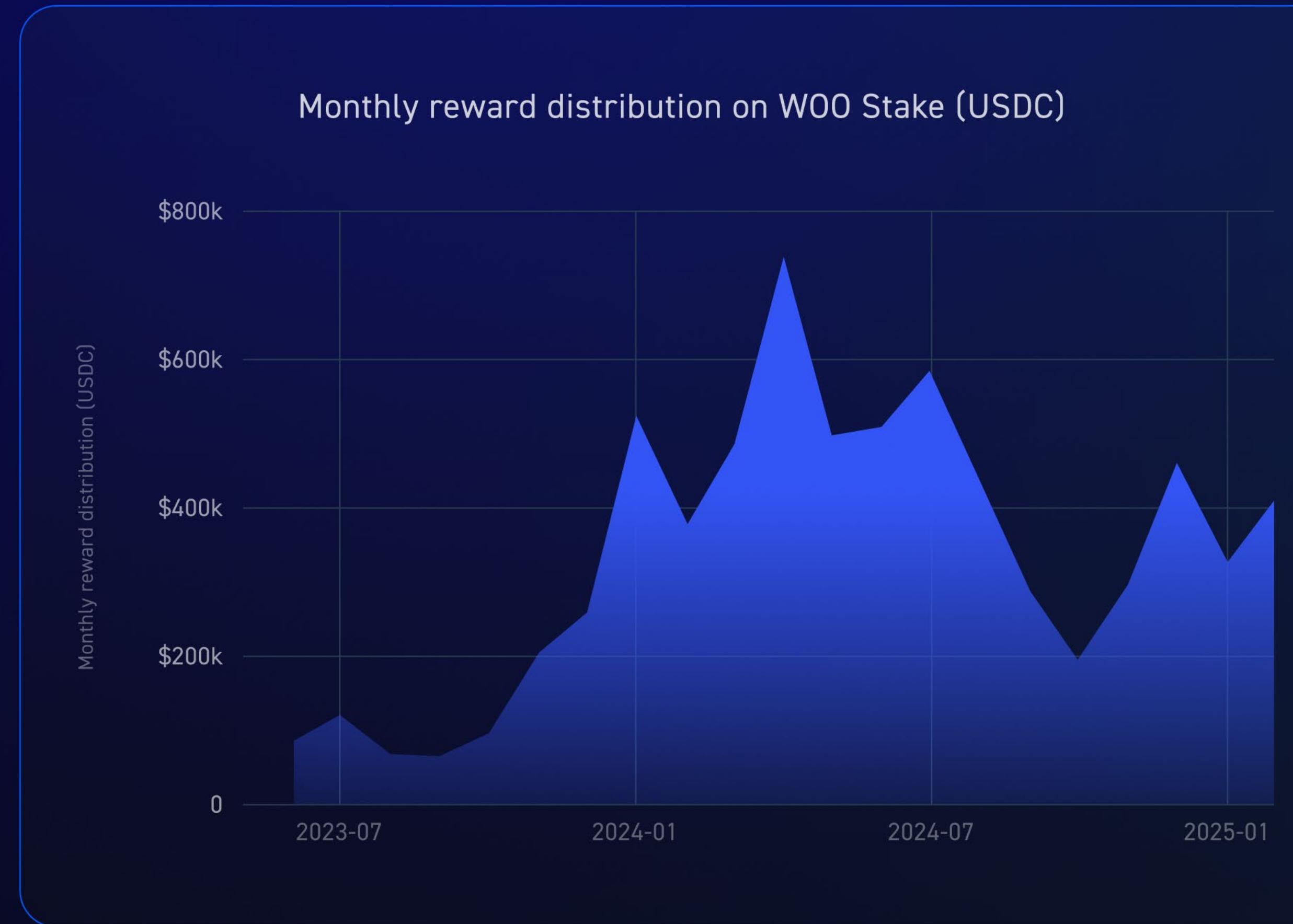


## Powered by WOO

The WOO token accrues revenue share and utility across all platforms



# WOO STAKING: BOOSTING UTILITY & VALUE ACCRUAL



## WOOFi shares 80%

of its swap and perps net revenue with stakers

## WOO X shares 0.1bps

of all trade volume with stakers

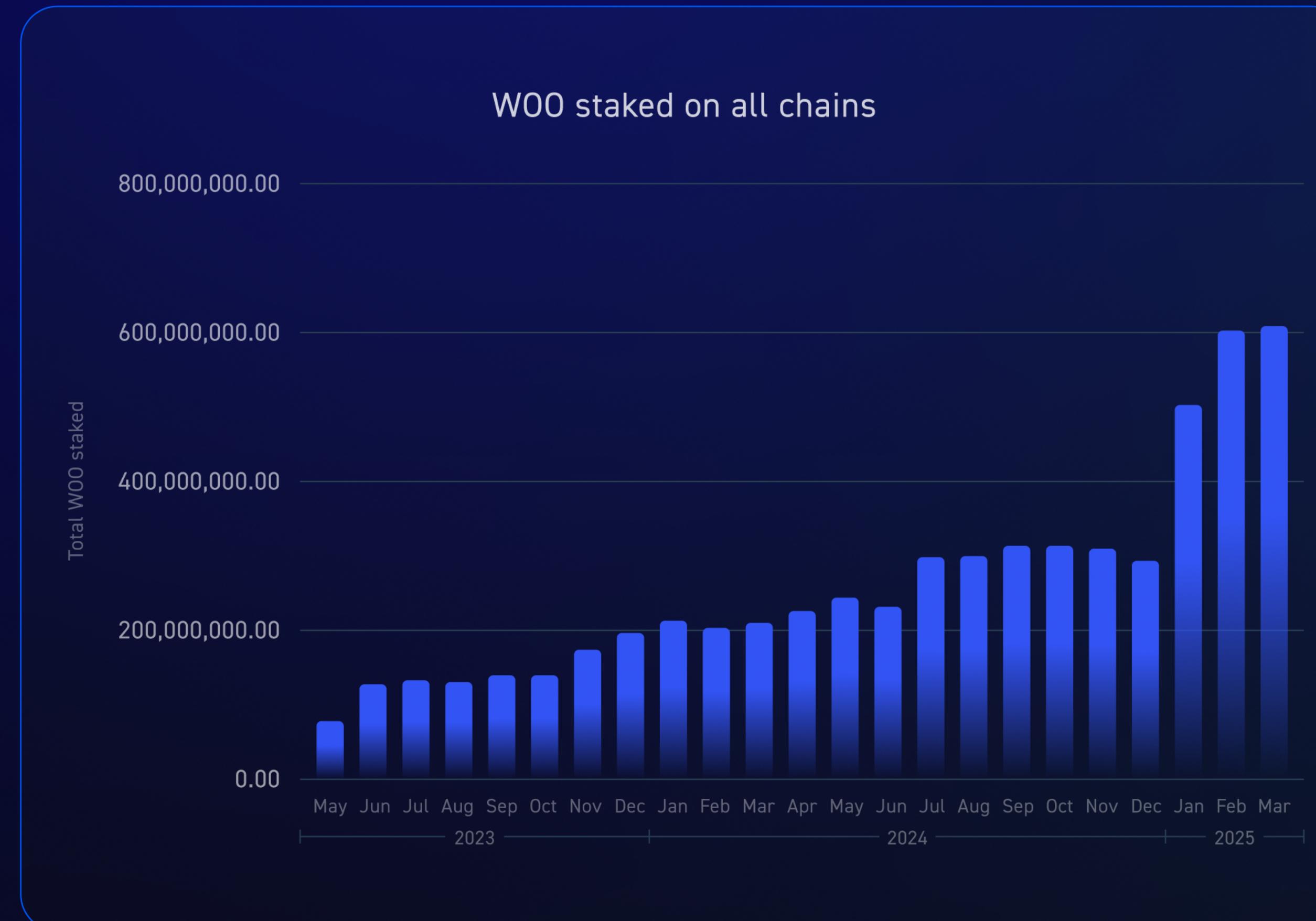
## Staking rewards rising

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



## 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

2025 Q1

# 2025 STRATEGIC GROWTH PLAN

Investor update

# 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

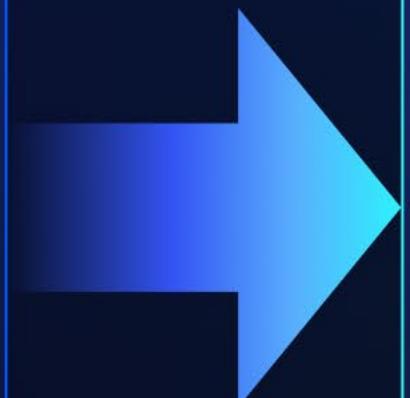
- ❖ WOOFi Pro Wallet revamp
- ❖ Fiat onramp
- ❖ More swap assets and networks
- ❖ WOOFi Swap contract optimization
- ❖ Multi-language support
- ❖ Leaderboards
- ❖ Mobile web UI improvements
- ❖ Solana aggregator integrations

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

Institutional  
market  
exploration

Token and  
retail growth

DeFi-first  
approach

Retail and institutional  
CeFi approach



## 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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