

woo

H1 2025 IR UPDATES

WIN WITH WOO



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A MESSAGE FROM WOO LEADERSHIP



Fellow builders, partners and token holders:

WOO was founded to close the gap between risk takers and opportunity. In 2025, that vision is accelerating rapidly with AI. Our systems no longer just react—they anticipate. They learn in real time, shaping smarter execution and deeper liquidity. What once took quarters now happens in weeks.

Soon, you'll experience the next phase of WOO: an ecosystem that senses, learns, and evolves with every block and every user. Not just a platform, but an intelligent partner—built to amplify your edge. The future of web3 will finally feel alive. WOO will be at the center of it.

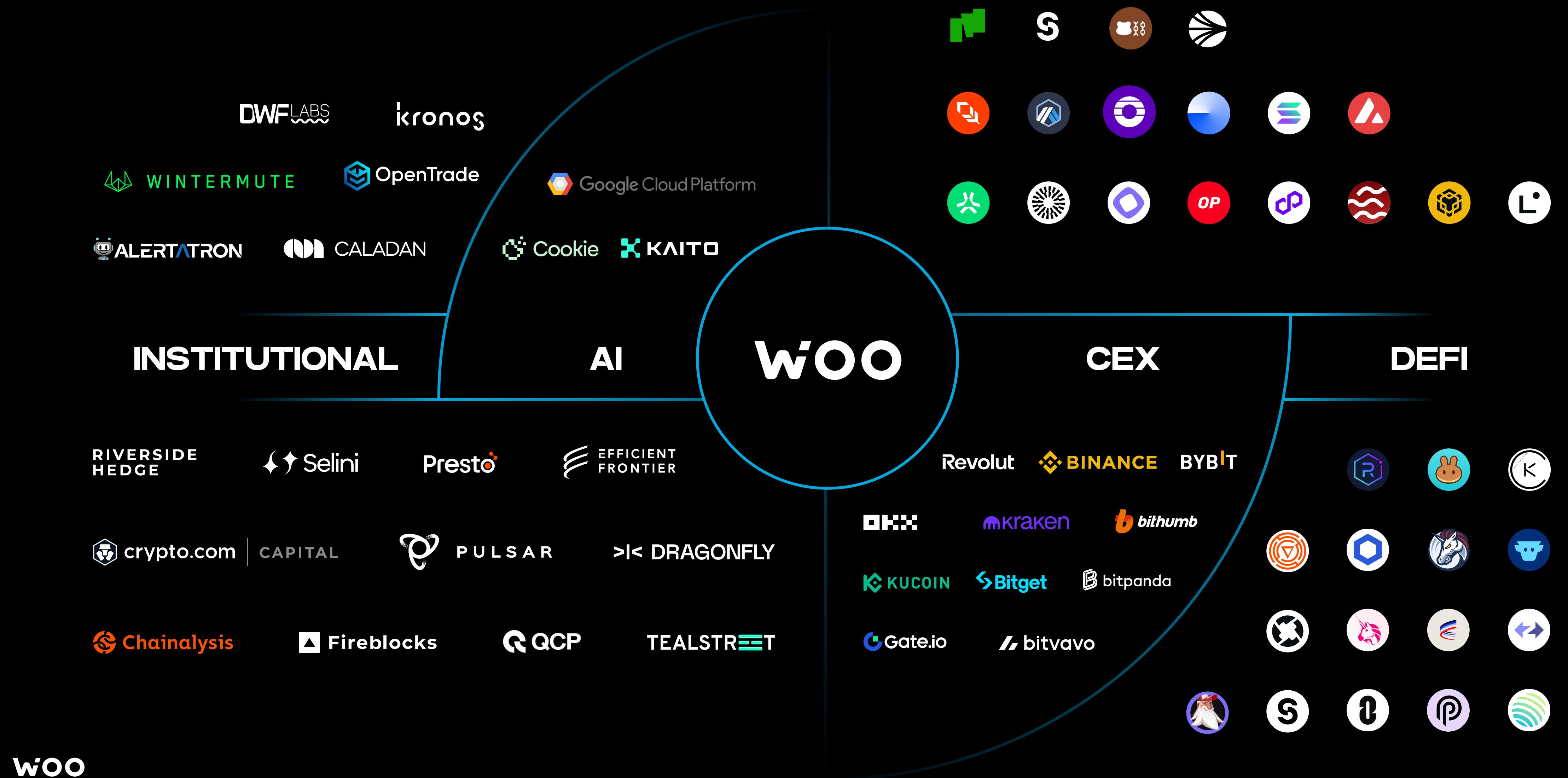
Jack Tan, Founder of WOO

CONTENT OVERVIEW

01 – H1 2025 Revenue
Summary & Tokenomics

02 – Business Segment
Milestones & Roadmap

OUR GROWING ECOSYSTEM PARTNERS

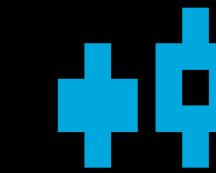


HIGHLIGHTS



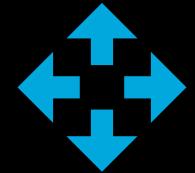
REVENUE GROWTH

We expect revenue up 43% YoY to \$42M by the end of 2025, with WOOFi contributing \$12M and WOO X reaching \$30M. This growth is primarily driven by our expanding DeFi offerings and AI-enhanced trading solutions.



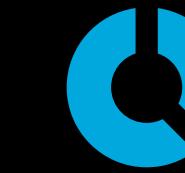
WOO X LIQUIDITY OVERHAUL

Our target is to have the lowest cost of execution of any Tier One venue by the end of 2025. Currently we are pushing maker side upgrades include Retail Price Improvement (RPI) orders for better execution, while taker side efforts focus on onboarding whales, mid-frequency traders, and KOLs and increasing the DAU.



WOOFI EXPANSION

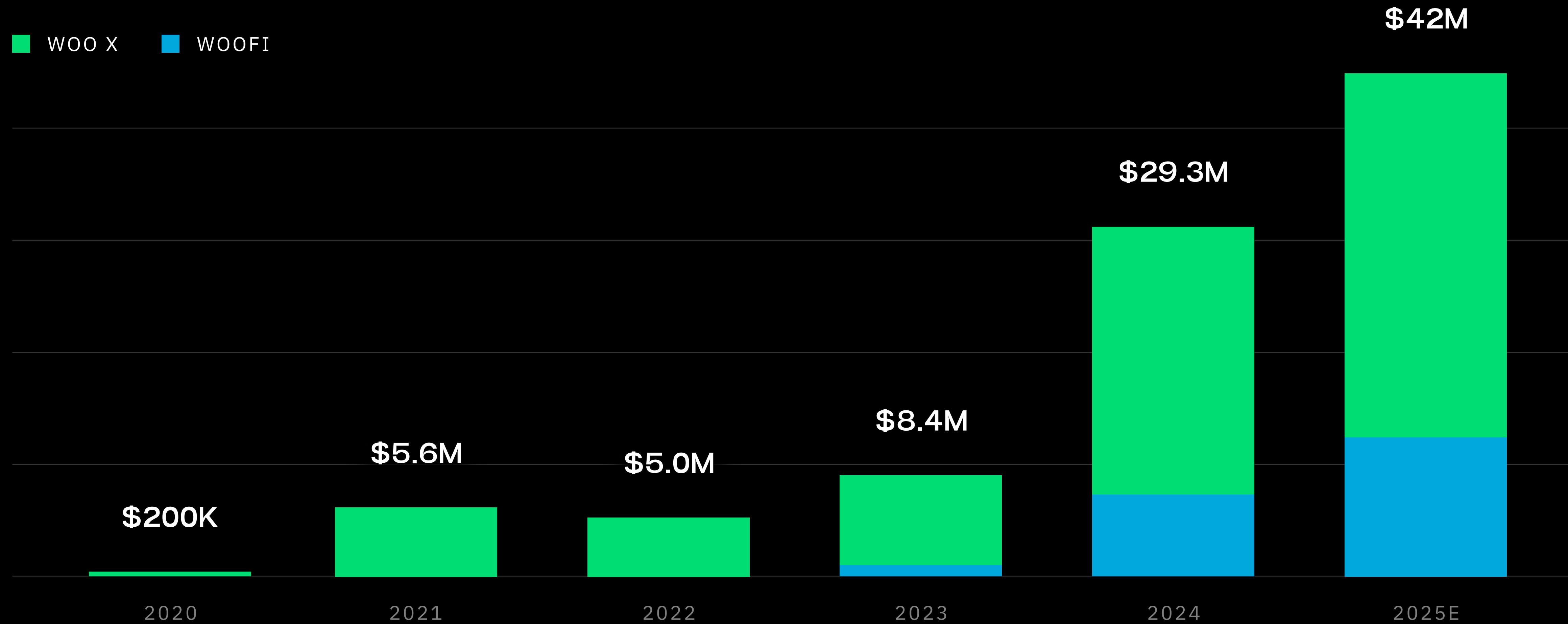
Revenue growth is fuelled by continuously expanding our ecosystem by integrating with Solana, Plume, HyperEVM; expanding product offerings such as BTC Native Swaps, and new Aggregator Integrations. Trading competitions and affiliate campaigns promote new user growth.



TOKENOMICS

We continue to use 80% of WOOFi revenue and 0.1bps of WOO X volumes to distribute back to WOO stakers, reinforcing our commitment to creating sustainable value for token holders through our revenue-sharing model.

WOO REVENUE SNAPSHOT



01

REVENUE & TOKENOMICS

REVENUE PROJECTION & VALUATION MODEL

	JAN	FEB	MAR	APR	MAY	JUN	JUL(E)	AUG(E)	SEP(E)	OCT(E)	NOV(E)	DEC(E)	FY2025E
WOO X Trading Vol (\$,bn)	25.0	20.8	20.9	7.3	8.7	9.4	11.3	15.2	21.3	29.9	41.8	62.7	
...MoM Growth	(27%)	(17%)	0%	(65%)	19%	9%	20%	35%	40%	40%	40%	50%	
WOO X Trading Rev (\$,mn)	2.72	2.21	2.17	0.92	0.98	1.05	1.26	1.70	2.38	3.34	4.67	7.01	30
WOOFi Trading Vol (\$,bn)	4.09	2.67	2.09	0.86	1.05	1.20	3.00	6.00	10.00	15.00	20.00	25.50	
...MoM Growth	22%	(35%)	(22%)	(59%)	23%	14%	150%	100%	67%	50%	33%	28%	
WOOFi Trading Rev (\$,mn)	0.44	0.34	0.22	0.10	0.15	0.15	0.38	0.77	1.28	1.91	2.55	3.25	12
WOO (CeFi + DeFi) Rev (\$,mn)	3.2	2.5	2.4	1.0	1.1	1.2	1.6	2.5	3.7	5.2	7.2	10.3	42

*Everything is projected from Jul onwards

\$42M

Expected 2025 earnings

Based on our comprehensive financial model incorporating growth across all business segments.

12x

Conservative FDV/Rev multiple

Applied to calculate our projected fully diluted valuation by end of December.
~\$500M FDV.

43%

REV YoY growth

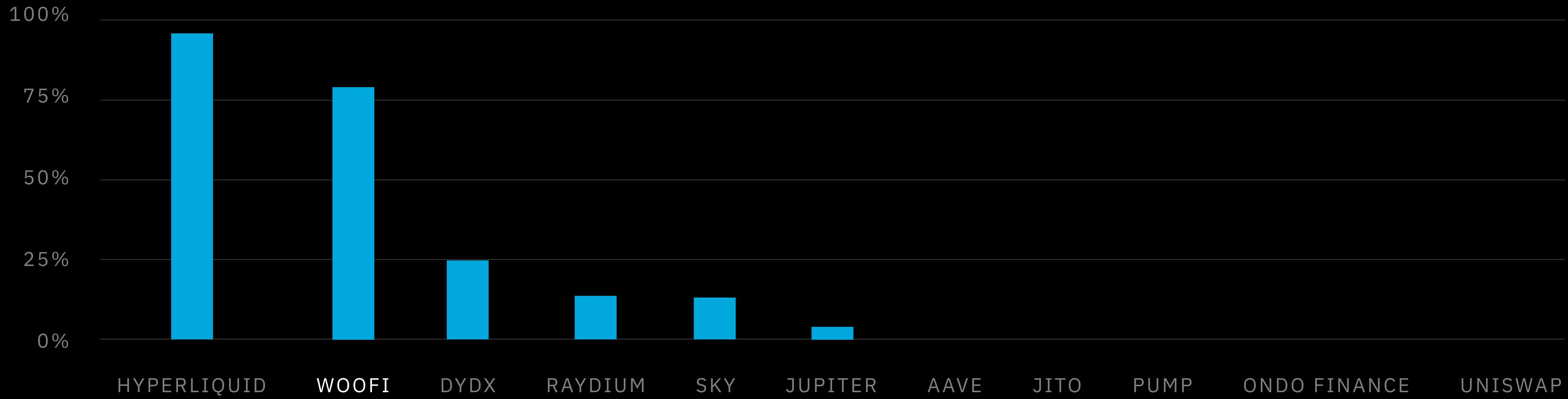
This growth is driven by our expanding DeFi offerings and AI-enhanced trading solutions.

ASSESSING WOO AMONG COMPETITORS

Protocol	Category	MCAP (\$)	FDV (\$)	REV, 30D (\$,M)	REV, 1Y (\$,M)	FDV/REV
Pancakeswap	Dex	793,217,403	841,644,776	71.30	856	1
WOO	Cex/Dex	132,217,500	152,992,874	1.50	18	8
Raydium	Dex	644,224,174	1,335,872,781	12.94	155	9
Orca	Dex	119,442,341	149,408,722	1.15	14	11
Coinbase	Cex	90,374,000,000	90,374,000,000	580	6,961	13
Robinhood	Tradfi Cex	80,539,000,000	80,539,000,000	272	3,260	25
Circle	Stablecoin	50,717,000,000	50,717,000,000	158	1,890	27
Hyperliquid	L1	13,102,793,107	39,237,979,862	58.50	702	56
AAVE	Lending	4,544,388,167	4,790,889,363	6.76	81	59
Jupiter	Dex	1,306,875,151	3,044,162,708	2.69	32	94
Uniswap	Dex	4,612,080,840	7,680,617,559	3.83	46	167
Ethereum	L1	316,893,612,003	316,893,612,003	16.17	194	1,633
Solana	L1	81,839,607,044	92,387,245,693	3.75	45	2,053

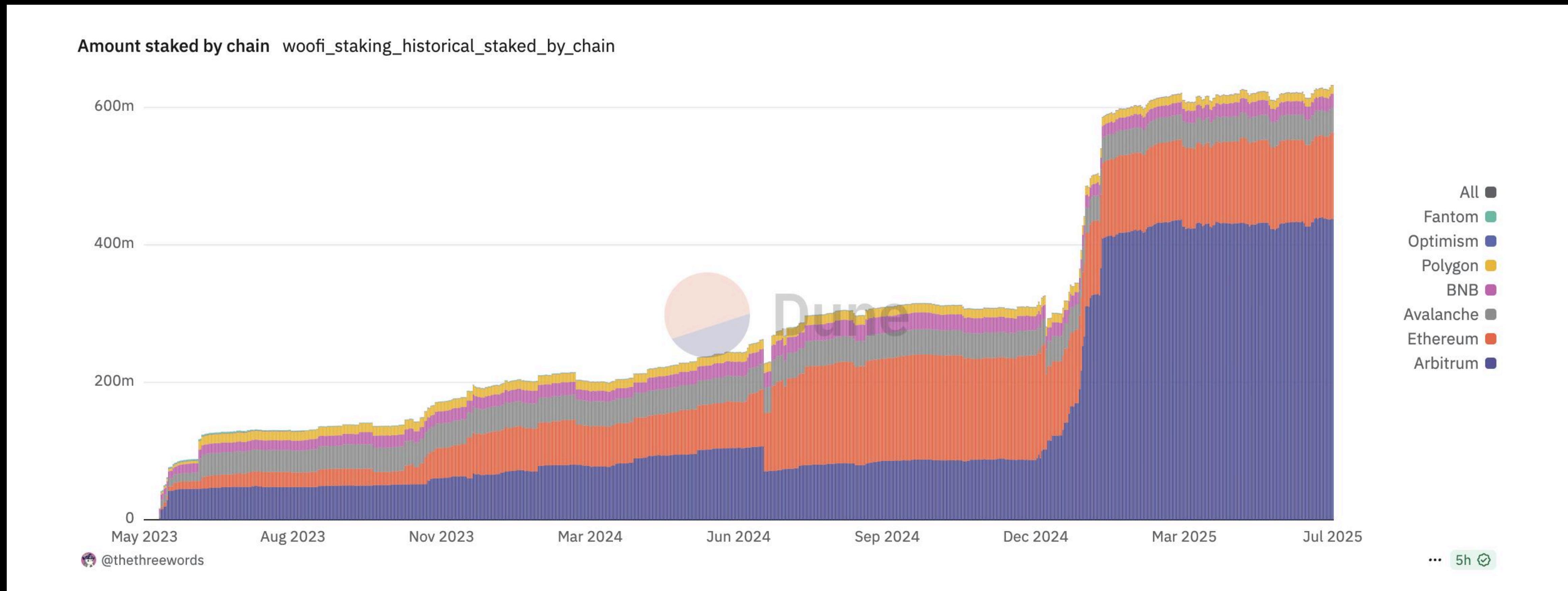
As crypto investors begin to prioritize businesses with Recurring Earnings Value (REV), we explore a comparative analysis positioning WOO relative to competitors in both traditional finance and DeFi sectors.

WOO TOKENOMICS: DRIVING VALUE BACK TO HOLDERS



Our tokenomics tie platform growth directly to WOO holders by returning 80% of WOOFi revenue to stakers. The charts illustrate our token distribution and revenue allocation mechanisms, highlighting how our approach differs from competitors by prioritizing aligning incentives with our token holders.

WOO TOKEN STAKED BALANCE



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

02

MILESTONES & ROADMAP

WOOFI MILESTONES IN H1 2025



CHAIN EXPANSION

- Deployed sPMM (Synthetic Proactive Market Maker) on Solana, Sonic, and Berachain
- Received ecosystem grants from Mantle and Optimism
- Pro now live on 18 chains, including Plume and Abstract integrations



ECOSYSTEM GROWTH

- Integrated with all top 5 aggregators routing volume through WOOFi
- Solana rollout integrated by Jupiter with volume ramp-up expected
- Wider Solana-focused initiatives planned for swap, perps, and token awareness

PRODUCT INNOVATION

- Introduced permissionless DEX creations
- Listed 60+ trading pairs
- Launched revamped mobile (PWA) experience
- Customizable leaderboards
- Sub-accounts for better risk management and future vault integration
- Added support for 15 new languages

COMPETING IN THE CLOB WARS

WOOFi Pro stands out among competitors for:



RWA GROWTH

Powered by Orderly Network's MM suite, offering competitive spreads and deep books comparable to leading centralized exchanges.



SEAMLESS MULTICHAIN ACCESS

Supports all major EVM chains and Solana – including Arbitrum, Avalanche, Ethereum – with no bridging required.



BROAD MARKET COVERAGE

Extensive token listings give users more choice – a key reason traders prefer WOOFi Pro over platforms like Hyperliquid.



LOWEST TRADING COSTS

Volume-based rebate program from Orderly ensures some of the most competitive fee structures in the market.



NO KYC REQUIRED

As a decentralized perp exchange, WOOFi Pro is accessible from any region (VPN may be needed in some jurisdictions).

UP NEXT FOR WOOFI

INCENTIVIZE ONCHAIN ACTIVITY

Mantle Mayhem (Jun 18 – Jul 17) with boosted yields and Stake Surge rewards
Staking UI 2.0 improves UX to boost tokenholder engagement
Onboarding affiliate KOLs to build brand mindshare and volume

EXPAND ONCHAIN COVERAGE

HyperEVM deployment
Solana altcoin pairs being added throughout Q3 to boost routing depth and attract flow from
Solana retail and degenerate communities

EXPAND ASSET COVERAGE AND ROUTING

BTC Native Swaps to trade BTC onchain
Aggregator integrations with CowSwap, 1inch (Solana), OogaBooga (BERA), and other DeFi applications
Integrating OKX Routing and Jito's RPC service for higher performance on Solana

NEW PRODUCT: AI MILESTONES & ROADMAP



DEVELOPMENT STATUS

First version completed and now in internal testing phase. Public rollout planned for H2 2025.



UNIQUE VALUE PROPOSITION

A powerful AI engine built natively for crypto—not a repackaged general-purpose chatbot.



GO-TO-MARKET STRATEGY

Launch plan in progress to be executed in early Q3, aimed at rewarding early supporters while targeting strategic partners, builders and trading communities.

WOO X MILESTONES IN H1 2025



RWA GROWTH

T-bill backed earn vault TVL increased to over \$6M, providing secure real-world asset exposure for users.



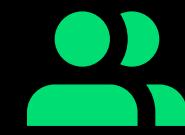
LISTING

Introduced 88 new pairs (Perps + Spot) to provide users with more trading options and market access.



SOCIAL TRADING

Added counter trade functionality, demo copy features, and NAV chart to enhance the social trading experience.



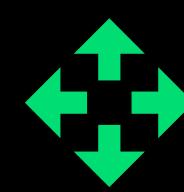
USER ENGAGEMENT

Ran 25 campaigns including Trade to Win, Snapshot & Airdrop programs, and Ignition Yield Farming vaults.



REGIONAL EXPANSION

Hired additional affiliate managers in China, Korea, Vietnam, and CIS regions to boost global presence.



TECHNICAL IMPROVEMENTS

Implemented GCP resource optimization and edge-accelerated routing, enabling next-generation WebSocket capabilities that improve latency by several folds.

UP NEXT FOR WOO X: LIQUIDITY FIRST



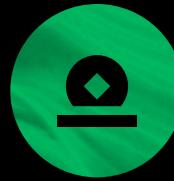
CEFI: MAKER-SIDE LIQUIDITY UPGRADES

- Launching new market-maker program in late June to deepen retail-focused liquidity by Q3
- Major infrastructure upgrade to segregate HFT and retail flow, enabling safer, tighter spreads
- Introducing Retail Price Improvement (RPI) orders



CEFI: TAKER-SIDE FLOW ACCELERATION

- Driving retail growth through targeted trading campaigns and incentive programs; Trial fund for social trading
- Expanding user base by onboarding whales, mid-frequency traders, and KOLs
- Enhancing execution quality for retail traders through platform improvements



WOO EARN: SIMPLE ACCESS TO ONCHAIN YIELD

Expanding on the OpenTrade vaults, WOO X will add a private-credit vault in H2 2025, expanding passive income options for everyday users



TRADING

Improve access to early onchain markets by providing DeFi aggregator accessibility - buy and sell any onchain token directly from WOO X

PUTTING WOO AT THE FINGERTIPS OF MORE INVESTORS



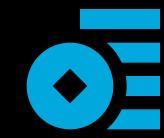
INDUSTRY SHIFT: CEXS EMBED ONCHAIN RAILS

Major exchanges are wiring DeFi access into their apps, positioning themselves to attract users with tokenized stocks and the \$2T + stablecoin wave unlocked by the GENIUS Act.



WOO FOR INSTITUTIONS

Engaging with liquid funds, continuing transparency initiatives such as Blockworks Transparency Framework.



TOKEN DISTRIBUTION: BROADER RETAIL REACH

Collaboration with Revolut (52M EU/UK users) puts the \$WOO token in front of a mainstream audience and boosts brand visibility. Will pursue more listing opportunities with both crypto and traditional exchanges.



DEFI LIQUIDITY: BASE & ARBITRUM

Deploying WOO/ETH liquidity on Aerodrome (Base) and Uniswap v4 (Arbitrum) ensures permissionless access, in preparation for Coinbase and other exchanges to open onchain rails.

JOIN US!



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@WOO_CNGROUP



@_WOO_X



@_WOOFI