

APEUNIVERSE



APEUNIVERSE WHITEPAPER

EARN VIRTUAL CURRENCY THROUGH GAMES
APEUNIVERSE REDEFINES CONSUMPTION

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Executive Summary

ApeUniverse is an innovative digital ecosystem that integrates the metaverse, virtual shopping, and gaming experiences, aiming to redefine consumption, social interaction, and entertainment. Through its unique MetaMallverse platform, ApeUniverse offers users a seamlessly connected virtual marketplace where they can browse and purchase goods in an immersive environment while participating in interactive games and DeFi activities, creating a brand-new consumer experience. The platform's core features include a virtual marketplace, Ape Card products, and a referral rewards mechanism. Users can acquire virtual assets through recharges and earn rewards within the games. Additionally, ApeUniverse introduces rich entertainment elements through DeFi games, enhancing user engagement and promoting community interaction. By combining blockchain technology and artificial intelligence, ApeUniverse ensures the security of user assets and the transparency of




transactions. As global demand for the virtual economy and digital assets continues to rise, ApeUniverse aims to become a leader in this field, providing tangible economic returns and encouraging users to share future profits as they grow within the platform.

With an innovative business model, comprehensive incentive mechanisms, and ongoing technological updates, ApeUniverse not only attracts a broad user base but also creates substantial return opportunities for investors. In the future, ApeUniverse plans to list on NASDAQ, offering actual equity dividends to every Ape Card holder, further solidifying its leadership position in the digital ecosystem.


Project Background

Market Analysis

With the rapid advancement of technology, the metaverse and virtual shopping are gradually becoming integral components of global consumption patterns. According to data from market research firms, the global metaverse market is expected to reach \$400 billion by 2025, with a compound annual growth rate (CAGR) approaching 45%. This indicates that more consumers desire immersive shopping and social experiences in virtual environments.

 **Changing Consumer Demands:** Modern consumers are no longer satisfied with traditional shopping methods; they seek more interaction and entertainment during the shopping process. The development of virtual reality (VR) and augmented reality (AR) technologies allows users to try on clothes and experience products in virtual environments, enhancing the fun and engagement of shopping.



 **Combination of DeFi and Gaming:** The rise of decentralized finance (DeFi) has introduced new economic models for users. In DeFi games, users can enjoy entertainment experiences while earning real economic returns through gameplay. This phenomenon has attracted significant attention from players and investors, driving the trading and utilization of virtual assets.

Industry Integration and Innovation: As the industry develops, many innovative projects combining the metaverse and DeFi have emerged. However, most remain limited to single functionalities. The lack of comprehensive integration and user-friendly experiences has prevented many platforms from fully meeting the diverse needs of consumers.

Competitive Analysis


In the current market environment, although some competitors have attempted to enter the metaverse and virtual shopping space with similar concepts, ApeUniverse demonstrates competitiveness through its unique integrated platform advantages in several ways.

Combination of Virtual Shopping and Social Interaction: Many traditional e-commerce platforms have not yet achieved immersive experiences in virtual environments. ApeUniverse provides a comprehensive virtual mall through the MetaMallverse platform, allowing users to browse and purchase products while engaging in social interactions with others, creating an active community.

Unique Experience of DeFi Games:
Most DeFi games in the current market focus on singular gameplay and lack integration with shopping experiences. ApeUniverse incorporates shopping elements into its DeFi games, enabling users to



enjoy gaming while earning actual economic benefits. This innovative model not only enhances user engagement but also promotes economic circulation within the platform.

 **Diverse Revenue Mechanisms:** ApeUniverse offers various revenue sources through Ape Card products, referral rewards, and team incentives. This design not only encourages users to actively participate in platform activities but also increases user loyalty and involvement, fostering a positive community atmosphere.




With a profound understanding of market trends and a comprehensive analysis of the competitive landscape, ApeUniverse is poised to take a leading position in this rapidly evolving field, meeting the growing user demands and driving innovation and development in the metaverse and virtual shopping.

Platform Overview

ApeUniverse is a cutting-edge digital ecosystem designed to integrate the metaverse, virtual shopping, and gaming experiences, offering users a novel way to consume, socialize, and entertain. The platform builds a multifunctional virtual environment through MetaMallverse, where users can immerse themselves in shopping, social interactions, and rich gaming activities.

(1) Virtual Mall

The virtual mall of ApeUniverse is one of its core functionalities, allowing users to enter brand stores through virtual avatars and experience interactive product displays and shopping processes. Features include:

-  **Immersive Experience:** Users can try on virtual clothing and browse products in a virtual environment, enjoying a more vivid shopping experience than traditional e-commerce.
-  **Brand Collaboration:** Collaborations with multiple well-known brands provide diverse products to meet different consumer needs.
-  **Integration of Reality and Virtuality:** The platform supports users in purchasing virtual goods while also enjoying delivery services for physical products.

(2) Ape Card Products

The Ape Card is a unique offering of the platform, allowing users to earn daily rewards and additional incentives through card purchases. There are two types of Ape Cards, each with daily earnings and holding limits, further promoting user engagement and interaction.



(3) DeFi Gaming Experience

ApeUniverse incorporates gamified design, enabling users to

participate in various interactive games and tasks while enjoying virtual shopping. By completing these activities, users can earn virtual currencies and other rewards, enhancing the platform's entertainment value.

(4) NFTs and Digital Assets

The platform allows users to create, purchase, and trade non-fungible tokens (NFTs), each possessing uniqueness and linked to company equity, providing potential economic benefits. This innovative asset structure attracts investors interested in digital assets.



(5) Technical Architecture

ApeUniverse utilizes advanced technical architecture to ensure the platform operates efficiently. Key technologies include:

- **Blockchain Technology:** Ensures the security of virtual assets and transaction transparency, protecting user rights.
- **Artificial Intelligence and Big Data:** Enhances user experience and platform interactivity through personalized shopping recommendations and data analysis.



Through these comprehensive features, ApeUniverse aims to create a creative and interactive digital space for users, driving new developments in consumption, social interaction, and entertainment.

Features and Gameplay

ApeUniverse combines various innovative features and gameplay elements, aiming to provide users with an immersive virtual shopping experience, rich social interactions, and diverse entertainment activities. Below is a detailed introduction to the platform's main features and gameplay:

Virtual Mall

The virtual mall is a core component of ApeUniverse, allowing users to access it through personalized virtual avatars.

◆ **Wide Range of Brand Stores:**

The platform collaborates with numerous well-known brands, offering users a variety of products such as clothing, accessories, and electronics within the virtual mall. Each brand store provides a unique virtual environment to enhance the shopping experience.

◆ **Immersive Shopping Experience:**

Users can view products in 360 degrees and even try on clothing using virtual reality (VR) technology. With augmented reality (AR) features, users can visualize products in their own environments, boosting their purchasing confidence.

◆ **Interactive Product Displays:**

The stores regularly host virtual launch events, promotional activities,

and brand collaborations, allowing users to participate and receive exclusive offers.

◆ **Personalized Shopping Recommendations:**

Based on users' purchase histories and browsing habits, the platform employs AI algorithms to provide tailored recommendations, helping users discover products that match their preferences.

Ape Card Gameplay

The Ape Card is a key tool for users to earn rewards and participate in platform activities, divided into two phases.

Product Introduction:



- **Phase One Product:** Priced at 5000 PKR, users earn 8 gems daily. Each account can hold up to 16 cards.
- **Phase Two Product:** Priced at 10000 PKR, users earn 20 gems daily. Each account can also hold up to 16 cards.

Earnings Mechanism:

Users holding Ape Cards automatically earn gems daily, which can be used for platform purchases or exchanged for other rewards.

Referral Rewards:

Users can earn direct and indirect rewards by referring friends to

purchase Ape Cards.

- **Direct Referral Reward:** For each friend referred to buy an Ape Card, users receive 5% of the purchase amount as a reward. For example, referring a friend to buy a 5000 PKR Ape Card yields a reward of 250 PKR.
- **Indirect Referral Reward:** When referred friends further recommend others to purchase, users earn a 2% reward.

Team Rewards and ApeTribe

By expanding their teams, users can earn additional rewards, incentivizing active participation.

ApeTribe Level System:

Users can advance to different levels of ApeTribe based on the number of friends they directly refer, gaining higher gem rewards and privileges.

Level Explanation:

Level	Promotion Requirements	Reward Rights	Monthly New Active Members Requirement
Level 1 ApeTribe	Directly recommend 10 friends to purchase Ape Cards	Receive 1,000 gems per month	5 new active members required monthly
Level 2 ApeTribe	Directly recommend 20 friends, 2 of which become Level 1 ApeTribe	Receive 2,500 gems per month	5 new active members required monthly
Level 3 ApeTribe	Directly recommend 30 friends, 2 of which become Level 2 ApeTribe	Receive 8,000 gems per month	5 new active members required monthly
Level 4 ApeTribe	Directly recommend 40 friends, 2 of which become Level 3 ApeTribe	Receive 20,000 gems per month	5 new active members required monthly
Level 5 ApeTribe	Directly recommend 50 friends, 2 of which become Level 4 ApeTribe	Receive 50,000 gems per month	5 new active members required monthly

4. Gamified Experience

ApeUniverse deeply integrates gamified elements to enhance user engagement and interaction.

Missions and Challenges:

- Users can choose to complete various daily missions and special challenges, earning gems and other virtual currency rewards upon successful completion.
- The missions are diverse, including shopping tasks, social interaction tasks, and game challenges.

Social Interaction:

- Users can invite friends to form teams and complete missions together, fostering interaction and collaboration, enhancing the social experience between users.
- The platform features leaderboards where users can rank by completing tasks and activities, increasing competitiveness and enthusiasm for participation.

5. NFT Marketplace

The NFT marketplace is a crucial part of ApeUniverse's economy, allowing users to:

Create and Trade NFTs:

Users can create unique NFTs on the platform, participate in buying, selling, and trading, expanding investment opportunities in digital assets.



Each NFT represents a unique digital asset, ensuring its scarcity and value.

Equity-Linked NFTs:

The NFTs purchased are not just digital artworks but will be linked to actual equity after the company's listing, allowing holders to enjoy dividends.

Virtual Mining Events:

Users can participate in virtual mining activities to acquire rare NFTs. By improving their mining skills, users can increase their competitiveness in the marketplace.

6. Cross-Platform Compatibility

ApeUniverse supports access from multiple devices, including PCs, tablets, and smartphones, ensuring users can enjoy platform services anytime, anywhere.

Seamless Experience:

- When switching between different devices, the platform automatically syncs data, ensuring consistency in user experience.
- The platform continuously optimizes its user interface and interaction design to enhance the overall user experience.

Through these diverse features and gameplay options, ApeUniverse aims to create a vibrant and creative virtual environment where users can enjoy unique experiences and earnings in shopping, socializing, and entertainment.

Deposit and Withdrawal System

ApeUniverse offers a simple and user-friendly system for deposits and withdrawals, ensuring that users can easily manage both their virtual currency and real-world funds. The platform establishes reasonable thresholds and fees to safeguard transaction security and stability, enhancing user trust and participation.

1. Deposit Mechanism

- ◆ **Minimum Deposit:** The minimum deposit amount is set at 200 PKR. This low threshold encourages a wide range of users to participate in ApeUniverse's virtual economic ecosystem, making it accessible to users regardless of their financial status.
- ◆ **Deposit Channels:** Users can complete deposits through various channels, including credit cards, debit cards, e-wallets, and local currency-supported third-party payment platforms, ensuring global user access without barriers.

The application of blockchain technology further guarantees transparency and immutability of deposit transactions, ensuring the safety of users' funds.

2. Withdrawal Mechanism

- ◆ **Minimum Withdrawal:** Users can withdraw virtual currencies (such as gems earned through Ape cards) with a minimum withdrawal amount of 200 PKR. This flexibility helps users manage their virtual currencies easily and allows them to cash out their earnings anytime.
- ◆ **Withdrawal Fees:** A 5% fee is charged for each withdrawal, which is used for platform operations and maintenance. This fee is

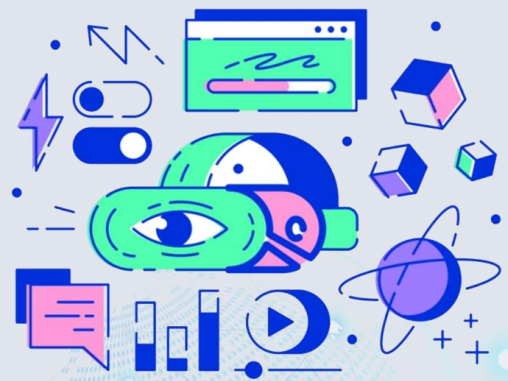
transparent and fixed, enabling users to clearly understand the cost of each transaction for better financial planning.

- ◆ **Withdrawal Frequency:** To maintain platform liquidity and transaction security, users are allowed to make one withdrawal per day. This limitation balances the platform's resource management with user demand, ensuring efficient and stable transactions.

3. User Experience and Security Measures

- ◆ **Fast Processing:** ApeUniverse strives to minimize waiting times for deposits and withdrawals. Deposits are typically instant, while withdrawals are processed within 24 hours, ensuring users can access their funds quickly.
- ◆ **Security Assurance:** The platform employs advanced encryption technologies and smart contracts to ensure the safety of all deposit and withdrawal transactions.
- ◆ **Partnerships with Payment Providers:** ApeUniverse collaborates with multiple third-party payment providers to ensure the confidentiality and security of transaction data.
- ◆ **User Notifications:** The platform provides users with reminders about withdrawal fees before each transaction, ensuring they are aware of the costs. Users can also track the progress of their withdrawals via system notifications.

Through this well-structured and user-friendly deposit and withdrawal system, ApeUniverse offers a flexible and secure virtual economy, allowing users to manage their funds and earnings with ease.



Business Model

ApeUniverse integrates diverse elements such as the metaverse, virtual shopping, DeFi gaming, and NFT trading, creating a high-potential virtual economy. In this virtual ecosystem, users, brands, developers, and investors can participate and benefit through various avenues. Below are the platform's primary business models:

1. Virtual and Physical Goods Sales

ApeUniverse offers a large virtual marketplace where users can purchase both virtual and physical goods. This shopping experience seamlessly connects virtual reality with real-life purchases.

- ◆ **Virtual Goods:** Users can buy virtual items like clothing, accessories, and decorations using the platform's virtual currency (gems). These can be used to decorate avatars, virtual homes, or be traded as collectibles.
- ◆ **Physical Goods:** ApeUniverse collaborates with real-world brands, allowing users to buy physical goods using virtual currency or fiat money directly in the virtual marketplace.

This cross-over enhances the shopping experience and merges the virtual and real worlds.



2. Gamified Earnings and User Engagement

The platform uses gamified elements and rewards to increase user engagement and retention. DeFi games, combined with virtual shopping and challenge tasks, allow users to earn virtual currency, such as gems, by completing daily challenges or game tasks.

- **Ape Card:** The Ape Card is a significant virtual asset on the platform, offering users daily earnings. By promoting and referring friends, users can earn additional gems, expanding their revenue streams.
- **Virtual Mining & Gem Accumulation** Users can participate in virtual mining activities to accumulate gems. The mining mechanism provides passive income opportunities, encouraging long-term platform engagement.



3. NFT Market & Trading

ApeUniverse's NFT marketplace is a dynamic virtual economy where users can buy, sell, and trade NFTs to gain virtual assets and earnings.

- **Unique NFTs:** The platform offers innovative features different from other NFT platforms. The NFTs purchased not only represent digital assets but are also linked to future company equity. Users holding these NFTs can benefit from equity dividends when the company goes public.
- **NFT Trading & Auctions:** Users can freely trade NFTs on the platform, creating a vibrant virtual asset market. As demand for NFTs

grows, market activity will increase, generating significant transaction fee revenue for the platform.

4. Advertising & Brand Partnerships

ApeUniverse offers brands a new platform to showcase virtual advertisements and host virtual events. Brands can interact with global consumers through virtual storefronts, sponsorships, and virtual brand launches.

- **Virtual Brand Showcase:** Brands can set up virtual stores in ApeUniverse to display and sell both virtual and physical goods. Users can interact with brands through a fully immersive shopping experience.
- **Advertising Revenue:** ApeUniverse offers a novel form of advertising, where brands can reach users through virtual billboards, dynamic ads, and more, generating revenue from ad exposure.

5. DeFi Financial Services

The platform integrates DeFi (Decentralized Finance) concepts, allowing users to earn financial returns by providing liquidity or participating in virtual currency mining mechanisms.

- **Liquidity Mining:** Users can provide liquidity for the platform's virtual currency or NFTs, earning additional virtual asset rewards. This increases market activity and stability in the virtual asset market.
- **Decentralized Trading:** Users can trade virtual assets and currencies via the platform's decentralized trading marketplace, offering a wide range of asset management and trading options.



6. Community & Team Rewards

ApeUniverse encourages users to expand their team to increase earnings. By referring friends to purchase Ape Cards and join the platform, users earn direct and indirect referral bonuses. Additionally, the platform offers multi-tier team rewards, allowing users to unlock more benefits as their team grows, increasing their gem and virtual asset earnings.

- **Referral Rewards:** Users earn referral commissions by promoting the platform and encouraging others to purchase Ape Cards.
- **Team Rewards:** As teams expand, users unlock higher reward levels, gaining additional gems and virtual assets.

7. IPO Plan & Equity Incentives

ApeUniverse plans to go public in the future, offering long-term earning opportunities for its users and investors. NFT holders and Ape Card users will have the opportunity to benefit from equity dividends, with NFTs tied to company equity.

NFT holders will receive company equity dividends based on their NFT holdings when the company goes public. This model allows users to not only participate in the metaverse economy but also gain real financial returns from the company' s growth.

Through this innovative business model, ApeUniverse combines elements of the metaverse, virtual shopping, DeFi, and NFT trading to create a robust virtual ecosystem with strong economic potential. This diversified revenue structure and user participation mechanism ensure the platform' s long-term growth and profitability.

Technical Architecture

The technical architecture of ApeUniverse is the cornerstone of its successful operation, incorporating multiple advanced technologies to ensure the platform's security, scalability, and smooth user experience. The following outlines the core components of the platform's technical infrastructure:

1. Blockchain Technology

ApeUniverse leverages blockchain as its foundational infrastructure to provide decentralized, transparent, and secure digital asset management solutions. Blockchain underpins various platform functionalities, including NFT creation and trading, user account security, and the immutability of transaction records.



- **Decentralization:** By utilizing public blockchains (such as Ethereum or Binance Smart Chain), users' assets and transactions are no longer reliant on a single central server, reducing the risk of system attacks.
- **Transparency:** Every transaction is recorded on-chain, allowing users to view their transaction history at any time, fostering trust and accountability.
- **Smart Contracts:** The platform uses smart contracts to automate transactions and enforce rules, ensuring efficient and transparent processes while minimizing human error. For example, when a user purchases an NFT, the smart contract automatically verifies the conditions and completes the transaction.

2. Smart Contracts

Smart contracts are one of ApeUniverse's key technologies, responsible for automating and managing various platform functions, such as reward distribution, transaction execution, and user access control.

- ✦ **Automated Operations:** User actions like deposits, withdrawals, purchases, and referral rewards are handled by smart contracts, reducing manual intervention and potential operational errors.
- ✦ **Transparent Rules:** The code behind smart contracts is open for review, allowing users to understand the terms of transactions they are engaging in.
- ✦ **Economic Incentive Mechanism:** Smart contracts ensure that referral rewards and team incentives are fairly and promptly distributed, enhancing user trust.

3. Artificial Intelligence (AI) & Big Data Analytics

ApeUniverse employs AI and big data technologies to conduct in-depth analyses of user behavior, optimizing user experience and enhancing interactivity.

- ✦ **Personalized Recommendation System:** Based on users' shopping history and preferences, AI algorithms can intelligently recommend products, boosting conversion rates. For instance, the system can suggest similar or related virtual goods based on previous purchases.
- ✦ **Market Trend Analysis:** With big data analytics, the platform monitors market dynamics in real-time, analyzing user needs and behavior patterns to optimize product offerings and marketing strategies.

- ✦ **User Behavior Analysis:** ApeUniverse analyzes user activity data to design personalized promotional campaigns, improving user retention and engagement.

4. Virtual Reality (VR) & Augmented Reality (AR)

To enhance immersion and engagement, ApeUniverse integrates VR and AR technologies, creating an interactive environment for shopping and entertainment.

- ◆ **Immersive Shopping Experience:** Users can explore the virtual marketplace using VR devices, try on virtual clothing, browse products, and interact with them. This immersive experience makes the shopping process more engaging and realistic.
- ◆ **Augmented Reality Features:** AR allows users to interact with virtual products in the real world. For example, users can use their phones or AR glasses to visualize virtual items in their actual environment, simplifying decision-making.
- ◆ **Social Interactions:** Beyond shopping, VR and AR features enable users to interact with friends in virtual environments, participate in events, and enhance social experiences.



5. Security & Compliance

ApeUniverse adopts advanced security measures to ensure the safety of digital asset management and user data protection, while maintaining compliance with legal standards.

- ◆ **Data Encryption:** The platform uses industry-standard encryption methods (e.g., AES and RSA) to secure users' sensitive information and transaction data. All transmitted data is encrypted to prevent interception during transmission.
- ◆ **Multi-factor Authentication:** ApeUniverse employs multi-factor authentication to secure user accounts, reducing the risk of unauthorized access.
- ◆ **Compliance Audits:** The platform adheres to global regulatory frameworks, including Anti-Money Laundering (AML) and Know Your Customer (KYC) policies, ensuring legal operations across different jurisdictions.

6. Scalability & Modular Design

ApeUniverse's technical architecture is built with scalability and modularity in mind, allowing for easy expansion and upgrades in the future.

- ◆ **Scalable Infrastructure:** The platform can flexibly scale its system resources according to user growth and market demands, ensuring efficient service even during periods of high traffic.
- ◆ **Modular Components:** By dividing functionalities into distinct modules, the development team can independently optimize and update specific features without affecting the entire system, increasing development efficiency.



Through the integration of cutting-edge technologies such as blockchain, AI, big data, VR, and AR, ApeUniverse provides users with a secure, innovative, and immersive virtual shopping and entertainment experience. As technology evolves,

ApeUniverse will continuously optimize its technical architecture to better meet user needs and drive long-term platform development.



Community and User Engagement

Community and user engagement are key elements of ApeUniverse's success. We implement a variety of strategies to encourage user interaction, enhance community building, and foster a sense of participation and belonging.

1. Incentive Mechanisms

- ◆ **Reward System:** We offer multi-tiered reward mechanisms where users can earn virtual currency and gems through participating in activities, completing tasks, and referring friends. These rewards not only encourage active involvement but also increase user commitment and loyalty to the platform.
- ◆ **NFT and Asset Holding Incentives:** Users can enjoy potential economic benefits by purchasing and holding NFTs (Non-Fungible Tokens), encouraging participation in the community while sharing their experiences. NFT holders will also have priority access to events, increasing their influence within the community.



2. Community Events and Interaction

- ◆ **Online Events:** ApeUniverse regularly hosts online activities such as virtual exhibitions, competitions, and raffles to encourage user participation and interaction with other members. These activities not only add fun but also promote social connections among users.
- ◆ **User Feedback and Suggestions:** We value user feedback, interacting with the community through surveys, forum discussions,

and social media. Users are encouraged to share their opinions and suggestions, making them feel that their voices are heard, which enhances their sense of involvement.

3. Community Management and Building

- ◆ **Community Managers and Volunteers:** ApeUniverse will establish a team of community managers and volunteers responsible for managing content, maintaining order, and organizing events. These individuals will serve as a bridge between users and the platform, facilitating communication and interaction.
- ◆ **Content Creation and Sharing:** Users are encouraged to create and share content such as product reviews, shopping experiences, and gaming strategies to promote knowledge sharing and experience exchange. This content enhances community engagement and user participation.

4. Social Platforms and Multi-Channel Interaction

- ◆ **Social Media Integration:** ApeUniverse will leverage social media platforms like Twitter, Telegram, and Discord to build an active online community, allowing users to connect and engage anytime, anywhere. Through these platforms, users can stay updated on project developments, participate in discussions, and share personal experiences.
- ◆ **Multi-Platform Interaction:** Simultaneous events will be launched across different platforms, giving users opportunities to participate through multiple channels, further boosting user activity.

Through these strategies, ApeUniverse aims to create a vibrant and interactive community, motivating users to participate and fostering sustainable platform development. We believe that an active community not only enhances the user experience but also lays a solid foundation for the platform's long-term success.

Development Roadmap

ApeUniverse's development roadmap is a key part of its strategic vision, designed to achieve comprehensive growth and innovation through clear, phased objectives and plans. Below is the development plan for the coming years:

2024: Project Launch and Infrastructure

Development

Q1

- Complete market research and demand analysis, identifying target user groups.
- Begin foundational platform development, including blockchain architecture, smart contracts, and user interface design.

Q2

- Complete phase one testing, including functionality and security tests, to ensure platform stability pre-launch.
- Conduct early user recruitment campaigns and gather feedback to optimize product design.

Q3

- Officially launch ApeUniverse with the initial product (Bored Ape Card) and basic virtual mall features.
- Initiate marketing campaigns to boost brand awareness and drive user engagement.

Q4

- Launch the NFT marketplace, enabling users to create, purchase, and trade NFTs to enhance user participation.
- Introduce an initial referral rewards program to encourage user referrals.

2025: Feature Expansion and User Growth

Q1

- ✓ Introduce gamification elements, allowing users to earn virtual currency and rewards through tasks and activities, increasing user engagement.
- ✓ Host community events to foster user interaction and communication.

Q2

- ✓ Launch the second product (new version of Bored Ape Card), improving user returns and introducing more card types.
- ✓ Expand the virtual mall, adding more branded stores and products to enhance the shopping experience.

Q3

- ✓ Improve platform security by introducing multi-factor authentication and data encryption, ensuring user data protection.
- ✓ Begin development of the DeFi game, integrating gamified experiences to attract more players.

Q4

- ✓ Partner with brands to promote and sell their products on the platform, increasing its commercial value.
- ✓ Evaluate user feedback and market response to iteratively optimize the platform.

2026: Global Market Expansion and Technological Innovation

Q1

- ✦ Conduct international market research and prepare for global expansion, targeting potential overseas user bases.
- ✦ Introduce augmented reality technology to enhance the immersive shopping experience in the virtual mall.

Q2

- ✦ Officially enter international markets, launching multilingual support and global operations.
- ✦ Strengthen partnerships with global brands to enrich the platform's product and service offerings.

Q3

- ✦ Enhance marketing strategies by leveraging social media and online events to increase brand influence.
- ✦ Continue iterating the DeFi game, adding more game mechanics and social interaction features.

Q4

- ✦ Release the ApeUniverse mobile application to improve user experience and convenience on mobile devices.
- ✦ Conduct user satisfaction surveys to collect feedback and improve platform functionality.

2027: Path to IPO and Sustainable Development

Q1

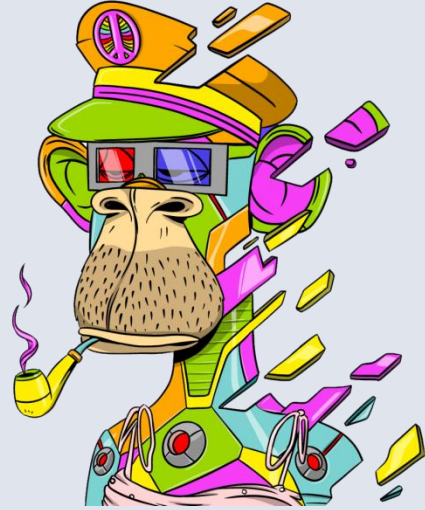
- ✦ Begin IPO preparations, ensuring compliance with all listing requirements.
- ✦ Engage with potential investors and promote the company to increase public awareness.

Q2

- ❖ Officially list on NASDAQ, showcasing ApeUniverse' s business model and future growth potential to shareholders.
- ❖ Celebrate the IPO with events, thanking users and partners for their support.

Q3

- ❖ Continue optimizing platform features, introducing more user-requested functionalities to enhance user experience.
- ❖ Launch sustainability projects focused on environmental and social responsibility, improving corporate image.

**Q4**

- ❖ Reflect on the company' s development journey, summarizing lessons learned and setting new goals for the future.
- ❖ Plan the next phase of strategic growth to maintain competitive advantage in a rapidly evolving market.

ApeUniverse' s development roadmap provides a clear guide for its strategic direction in the coming years. Through continuous technological innovation, market expansion, and user experience enhancement, ApeUniverse aims to become a leader in the global virtual shopping and entertainment space, offering users a new and immersive consumer and social experience.

Mission and Vision

Mission

ApeUniverse's mission is to redefine how people consume, socialize, and entertain themselves through an innovative digital ecosystem. We are committed to building an inclusive and highly interactive virtual world where users can not only enjoy immersive shopping experiences but also participate in diverse gaming and social activities. Through our platform, we aim to drive the growth of the virtual economy and create real value for our users.

Our core missions include:

- **Enhancing User Experience:** Leveraging cutting-edge technologies such as virtual reality and blockchain to offer a seamless, secure, and innovative shopping and entertainment experience.
- **Promoting Community Interaction:** Encouraging users to engage actively on the platform through gamified elements and social features, fostering strong community bonds.
- **Wealth Sharing:** Empowering users to participate directly in the company's economic growth through NFTs and referral rewards, fostering wealth-sharing and distribution.

Vision

ApeUniverse envisions becoming the world's leading metaverse ecosystem, creating a digital realm that seamlessly connects virtual and real worlds. Through ongoing innovation and development, we aim to provide users the freedom to explore, create, and consume on our

platform while enjoying new social experiences.

Our long-term vision includes:

- » **Global Expansion:** Striving to transform ApeUniverse into a global virtual mall and entertainment platform, offering services to users from diverse cultures and regions.
- » **Technology Leadership:** Continuously investing in cutting-edge technologies such as artificial intelligence and blockchain, maintaining an industry-leading position, and driving the evolution of the virtual economy.
- » **Sustainable Development:** Focusing on environmental and social responsibility by advancing sustainable business practices, contributing to a greener economy, and sharing the benefits of the digital economy with more people.

By realizing our mission and vision, ApeUniverse will continuously push boundaries and deliver infinite possibilities for users, creating a vibrant and creative virtual economy.

Legal Compliance and Risk Assessment

Compliance and Legal Framework

In the operation of ApeUniverse, compliance and the legal framework are of paramount importance. We strictly adhere to laws and regulations globally to ensure the legality of the platform and the protection of user rights. Our compliance measures include:

» **Legal Compliance:** ApeUniverse operates across multiple jurisdictions, ensuring compliance with laws related to e-commerce, data protection, and consumer rights in various countries. For instance, we comply with international standards such as the GDPR (General Data Protection Regulation) to safeguard user data security and privacy.



» **Financial Regulation:** In the realm of digital currencies and virtual assets, ApeUniverse actively engages with relevant financial regulatory authorities to ensure business activities are conducted within a compliant framework. We are committed to transparency in our operations and managing assets and transactions according to applicable regulations.

- » **Intellectual Property Protection:** To protect user-generated content and digital assets within the platform, ApeUniverse will implement necessary measures to prevent copyright and trademark infringement, while also providing users with legal support related to intellectual property.
- » **Green Blockchain and Sustainable Development:** Within the legal framework, ApeUniverse is dedicated to promoting the application of green blockchain technologies, supporting sustainability goals to minimize environmental impact and fulfill social responsibilities.

Risk Assessment

To effectively manage potential risks, ApeUniverse has developed a comprehensive risk assessment mechanism, which includes:

- » **Market Risk:** Given the volatility of the digital currency and virtual asset markets, ApeUniverse must continuously monitor market dynamics and develop flexible strategies to protect user interests and platform assets.
- » **Technical Risk:** As platform technology continues to evolve, risks associated with technical failures, cybersecurity threats, and more will be rigorously evaluated. ApeUniverse will conduct regular security audits and vulnerability assessments to ensure the platform's security and reliability.
- » **Legal Risk:** Due to the differences in laws and regulations across countries, ApeUniverse must be vigilant about legal risks related to

compliance and be prepared to adjust business strategies in response to changes in the legal environment.

- » **User Risk:** Assessing risks related to user behavior and activities will include monitoring for fraud and implementing preventive measures. ApeUniverse will continuously enhance user education and awareness to maintain a healthy ecosystem on the platform.

Through the aforementioned compliance measures and risk assessment, ApeUniverse is committed to operating robustly within the legal framework, protecting user rights, and laying the groundwork for the platform's sustainable development.