

ACTIVA Business Step (premis of Business plan)

“Bonus Points” (We will operate with the following goals targeting the following)



Initiatives with the government

 **Tax System** Solving tax issues / Bringing tokens to Japan / Collaborating with Japanese exchanges

 **Assets** Resolved asset accounting issues and made it possible to accept listed company points

Step1

Small store + several medium-sized stores
Earn a total of

Step2

Medium-sized store + several large stores
Earn a total of
Start of overseas expansion

Step3

Opening large stores one after another
Earn a total of
Obtained

Step4

20 % of
400 billion earned
Obtained

Step1

Small store + several
medium-sized stores
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20 % of
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①Token commission	3 billion x 50% (utilization rate) x10% (fee) = 150 million yen	20 billion x 50% (utilization rate) x10% (fee) = 1 billion yen	100 billion x 50% (Usage rate) x 10% (Fees) = 5 billion yen	400 billion x 50% (Usage rate) x 10% (Fees) = 20 billion yen
②Exchange fee	3 billion x 20% (exchange rate) x 5% (fee) = 30 million yen	20 billion x 20% (exchange rate) x 5% (fee) = 200 million yen	100 billion x 20% (exchange rate) x5% (fee) = 1 billion yen	400 billion x 20% (exchange rate) x 5% (fee) = 4 billion yen
③Response to previous years	3 billion x 50% (Half past years) x 20% (fee) = 300 million yen	20 billion x 50% (half of the past years) x 20% (fee) = 2 billion yen	100 billion x 50% (half of past years) x20% (fee) = 10 billion yen	400 billion x 50% (Half past years) x20% (Fees) = 40 billion yen
④Staking	none	20 billion x 2% (yield) = 400 million	100 billion x 2% (yield) = 2 billion	400 billion x 2% (yield) =8 billion
	Business size: 480 million yen	Business size: 3.4 billion yen	Business size: 18 billion yen	Business size: 72 billion yen

* Overseas business scale has not been included yet.

Active business plan												Thousand yen	
		2023		2024_		2025_		2026_		2027_		2028_	
		First half	Second half	First half	Second half	First half	Second half	First half	Second half	First half	Second half	First half	Second half
Small/medium-sized stores (no existing migration)		0	twenty one	63	63	208	333	417	625	833	1,250	2,083	2,083
Cumulative number of stores		0	twenty one	83	146	354	688	1,104	1,729	2,563	3,813	5,896	7,979
Annual point issue amount / store		¥0	¥375	¥1,800	¥3,780	¥11,016	¥25,661	¥49,455	¥92,939	¥165,274	¥295,075	¥547,582	¥889,288
Number of medium-sized and large-sized customers (with existing migration)		0	1	2	2	Five	8	Ten	15	20	30	50	50
Cumulative total of major customers		0	1	2	Four	9	17	27	42	62	92	142	192
Initial migration point / company		¥0	¥100,000	¥300,000	¥300,000	¥1,000,000	¥1,600,000	¥2,000,000	¥3,000,000	¥4,000,000	¥6,000,000	¥10,000,000	¥10,000,000
Initial transfer fee (from transfer points)			¥20,000	¥60,000	¥60,000	¥200,000	¥320,000	¥400,000	¥600,000	¥800,000	¥1,200,000	¥2,000,000	¥2,000,000
Total points issued amount		¥0	¥500,000	¥1,500,000	¥1,500,000	¥5,000,000	¥8,000,000	¥10,000,000	¥15,000,000	¥20,000,000	¥30,000,000	¥50,000,000	¥50,000,000
Point usage amount			¥250,000	¥750,000	¥750,000	¥2,500,000	¥4,000,000	¥5,000,000	¥7,500,000	¥10,000,000	¥15,000,000	¥25,000,000	¥25,000,000
Total cumulative unused points (= CRPC market capitalization)		¥0	¥250,000	¥1,000,000	¥1,750,000	¥5,250,000	¥10,850,000	¥17,850,000	¥28,350,000	¥42,350,000	¥63,350,000	¥98,350,000	¥133,350,000
Amount of unused points for the current period (increase in market capitalization for the current period)		¥0	¥250,000	¥750,000	¥750,000	¥3,500,000	¥5,600,000	¥7,000,000	¥10,500,000	¥14,000,000	¥21,000,000	¥35,000,000	¥35,000,000
income													
5% higher sale than usage)		¥0	¥12,500	¥37,500	¥37,500	¥125,000	¥200,000	¥250,000	¥375,000	¥500,000	¥750,000	¥1,250,000	¥1,250,000
Migration fee (large customer migration fee)		¥0	¥20,000	¥60,000	¥60,000	¥200,000	¥320,000	¥400,000	¥600,000	¥800,000	¥1,200,000	¥2,000,000	¥2,000,000
Point exchange fee (5 % of 20 % of total usage)			¥2,500	¥7,500	¥7,500	¥25,000	¥40,000	¥50,000	¥75,000	¥100,000	¥150,000	¥250,000	¥250,000
token staking profit				¥20,000	¥35,000	¥105,000	¥217,000	¥357,000	¥567,000	¥847,000	¥1,267,000	¥1,967,000	¥2,667,000
Total income		¥0	¥35,000	¥125,000	¥140,000	¥455,000	¥777,000	¥1,057,000	¥1,617,000	¥2,247,000	¥3,367,000	¥5,467,000	¥6,167,000
expenditure													
Personnel fee		¥15,600	¥18,120	¥35,280	¥35,280	¥42,480	¥42,480	¥48,840	¥48,840	¥51,240	¥51,240	¥51,240	¥51,240
transportation expenses		¥3,000	¥4,200	¥7,800	¥7,800	¥9,600	¥9,600	¥11,400	¥11,400	¥12,000	¥12,000	¥12,000	¥12,000
ground rent		¥600	¥1,800	¥1,800	¥1,800	¥1,800	¥3,600	¥3,600	¥3,600	¥3,600	¥3,600	¥3,600	¥3,600
Communication/utility expenses		¥3,000	¥4,800	¥9,000	¥9,000	¥10,800	¥10,800	¥12,600	¥12,600	¥13,200	¥13,200	¥13,200	¥13,200
Advertising expense		¥30,000	¥50,000	¥6,000	¥6,000	¥6,000	¥6,000	¥6,000	¥6,000	¥6,000	¥6,000	¥6,000	¥6,000
Outsourcing costs/outourcing costs		¥1,200	¥7,200	¥6,200	¥7,200	¥6,200	¥7,200	¥6,200	¥7,200	¥6,200	¥7,200	¥6,200	¥7,200
Miscellaneous expenses		¥1,500	¥2,400	¥4,500	¥4,500	¥5,400	¥5,400	¥6,300	¥6,300	¥6,600	¥6,600	¥6,600	¥6,600
Total expenditure		¥54,900	¥88,520	¥70,580	¥71,580	¥82,280	¥85,080	¥94,940	¥95,940	¥98,840	¥99,840	¥98,840	¥99,840
gross profit		¥-54,900	¥-53,520	¥54,420	¥68,420	¥372,720	¥691,920	¥962,060	¥1,521,060	¥2,148,160	¥3,267,160	¥5,368,160	¥6,067,160
Cumulative gross profit		¥-54,900	¥-108,420	¥-54,000	¥14,420	¥387,140	¥1,079,060	¥2,041,120	¥3,562,180	¥5,710,340	¥8,977,500	¥14,345,660	¥20,412,820