

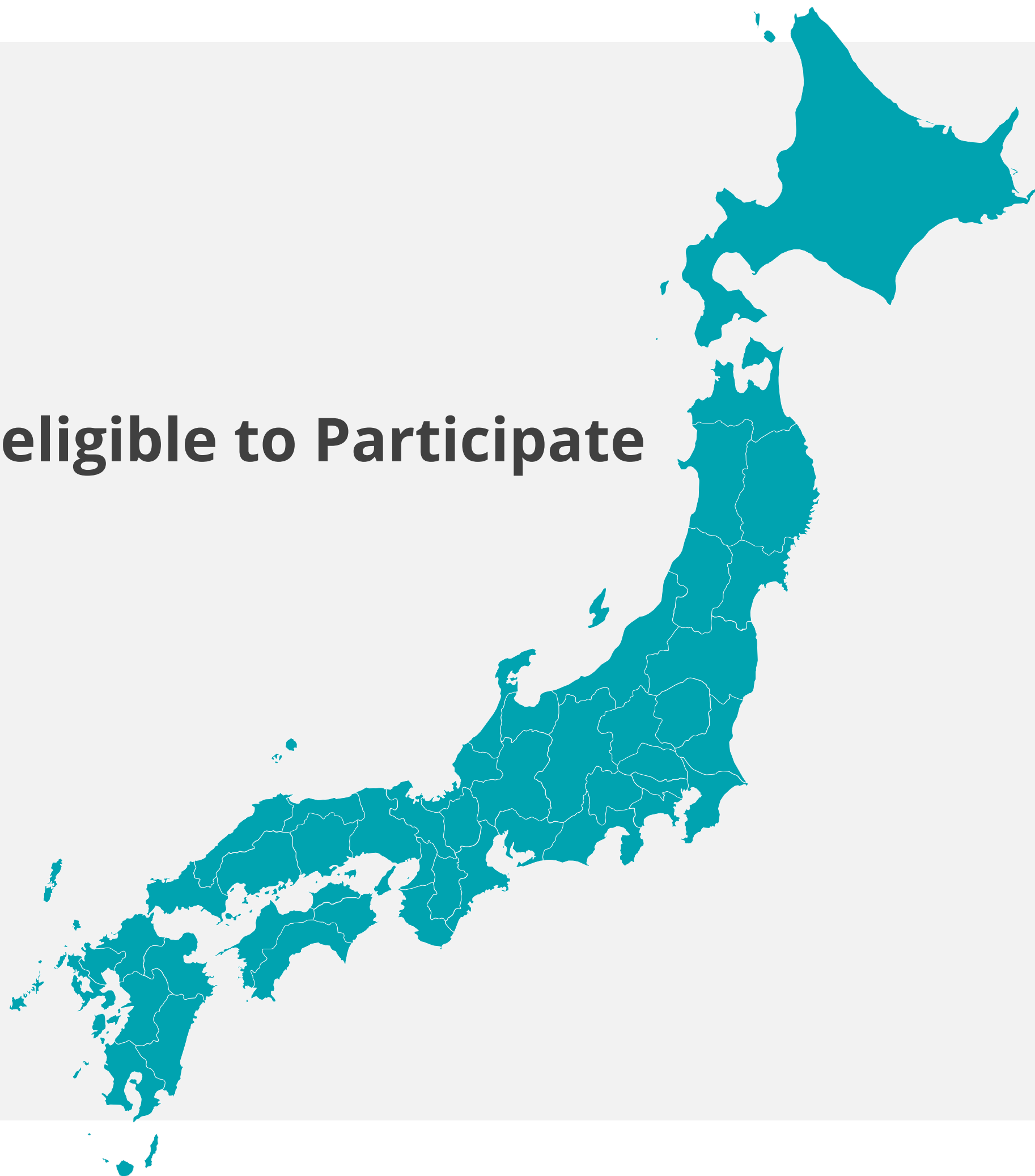


ACTIVA

ACTIVA Point Service

Expo 2025 Osaka

- **All 47 prefectures eligible to Participate**



- Two sections are represented in this Points Service

In-Person Participation

- Individuals attending the event can scan a QR code to receive 2,000 yen points as a reward



Online-Participation

- Individuals visiting online from computer or mobile devices can receive 200 yen points as a reward.

BUDGET / POINTS TOTAL

PHASE / ONE



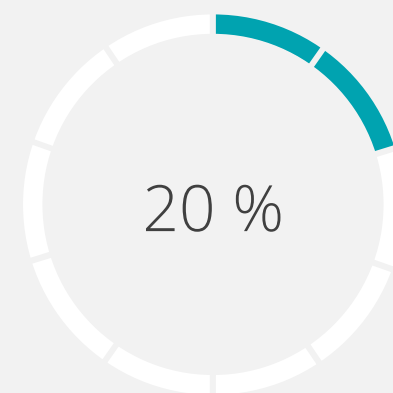
3.3 billion yen

Total budget for allocated points



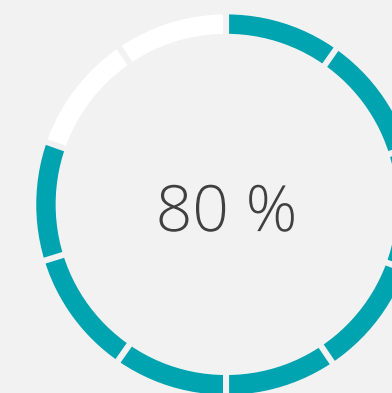
Expo venue

20% (660 million yen)

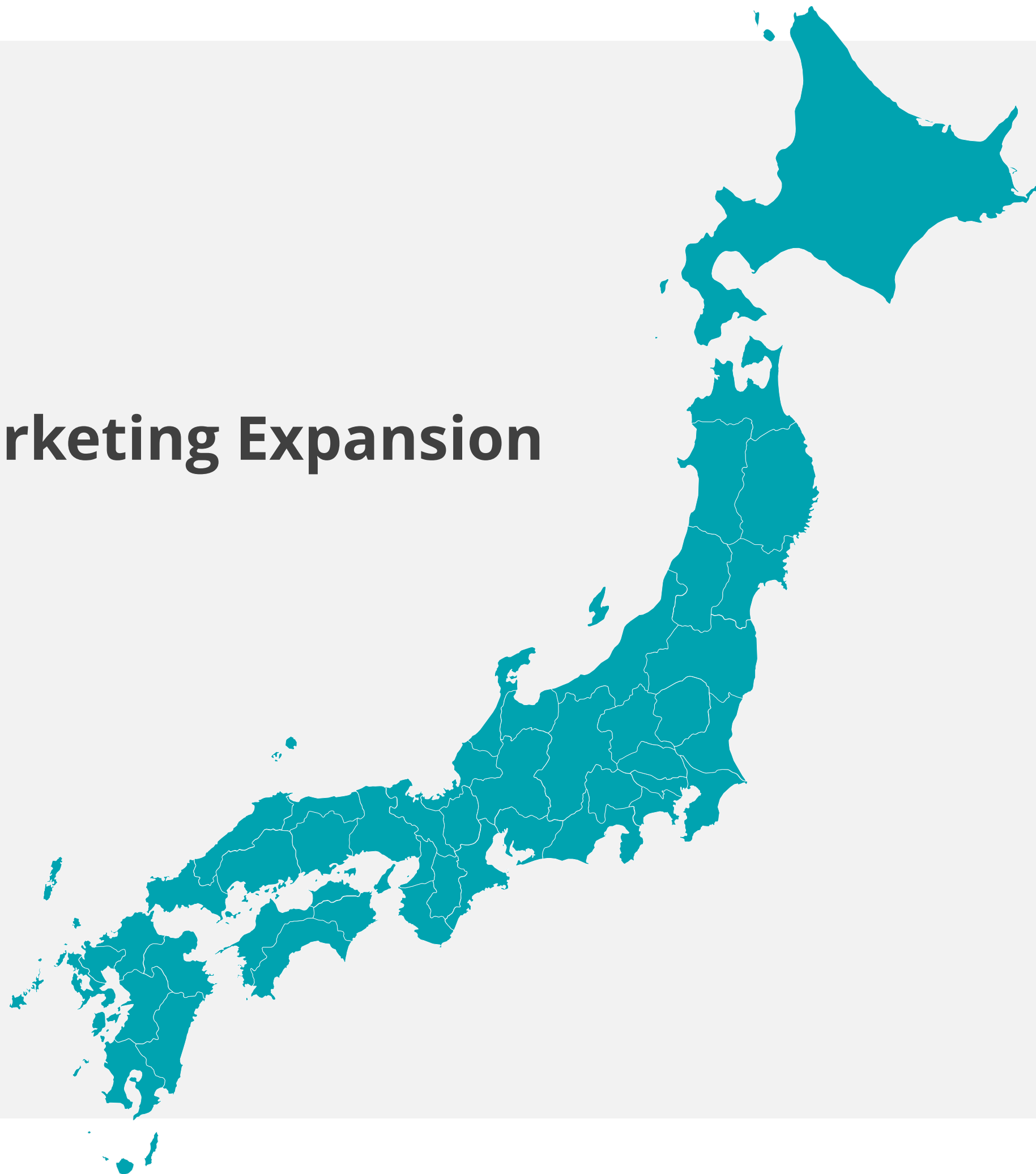


Other uses

80% (2.64 billion yen)



- **Regional Point Marketing Expansion**





“Local Store Partnerships”

Users can earn 100 yen points per visit by scanning a QR code.

“Government Point Distribution”

Points are distributed to residents as part of regional revitalization campaigns

“Inter-Prefecture Point Exchange”

Expected value of the regional point market is 14 billion yen

○ New Point Service: Expo 2025 in Osaka, Japan.

The initiative, titled “ACTIVA: Create a new point service,” is a collaboration between Activa and Crypt-Point, a cryptocurrency points solutions provider.

Phase One: Key details of the plan:

- Timeline: The initial phase commences in September 2024 and concludes in April 2025, leading up to Expo 2025.
- Target audience: Participants across 47 prefectures in Japan will be eligible to receive points.
- Point distribution:
 - In-person attendees at designated events will receive 2,000-yen points upon scanning a QR code.
 - Online participants will earn 200-yen points.



○ New Point Service: Expo 2025 in Osaka, Japan.

- Estimated budget: A total of 3.3 billion yen in points is planned for issuance.
- Projected usage: Approximately 20% of distributed points, translating to 660 million yen, are expected to be redeemed at the Expo venue.
- Remaining points: The residual 2.64-billion-yen worth of points will be available for alternative uses.

Potential benefits:

- Increased participation in Expo-related events by incentivizing attendance through the point system.
- Boosted economic activity at the Expo venue by encouraging point redemption within the designated space.
- Enhanced brand awareness for both Activa and Crypt-POINT through their association with a major international event.

Overall, the proposed point service offers a strategic approach to engage the public, promote Expo participation, and drive economic activity at the event.



○ After : Expo 2025 in Osaka, Japan.

Phase Two: Regional Point Market Expansion (October 2025 - onwards)

The second phase of the ACTIVA point service initiative, aims to leverage the remaining points distributed during Expo 2025 and cultivate a regional point market across 47 prefectures in Japan. This phase focuses on local point utilization and economic revitalization within participating prefectures.

Key Strategies:

- **Local Store Partnerships:** Establish partnerships with local businesses like hotels, inns, restaurants, and leverage the Japan Post network to create a network of points-earning establishments. Users can earn 100-yen points for each visit to a participating store by scanning a QR code.
- **Government-Sponsored Point Distribution:** Partner with local governments to distribute points to residents as part of regional revitalization campaigns, similar to the GOTO Travel Campaign.





○ After : Expo 2025 in Osaka, Japan.

- **Inter-Prefectural Point Exchange:** Facilitate the exchange of regional points between prefectures, enabling users to utilize points earned in one prefecture for purchases in another.

Target Audience:

- Local residents within the 47 participating prefectures
- Local businesses interested in joining the point network

Expected Outcome:

- Establish a regional point market valued at approximately 14 billion yen, revitalizing local economies and promoting regional travel.

Overall, the second phase of the ACTIVA point service initiative presents a strategic approach to fostering regional economic development and community engagement beyond the duration of Expo 2025.