YSP / BUSINESS PLAN

YSP
From everyday rewards in Japan to payments around the world.

YSP is a currency concept that connects earning through Yurupo, staking on YuruFun, and spending on voting and payments. The plan begins with yen-linked YSP JPY in Japan, expands into local-currency versions abroad, and ultimately connects them through a composite index. Business income supports price stability, user rewards and YURU COIN buybacks.

$5M / YSP business funding target

A funding plan for the Japanese business foundation and subsequent international expansion.

¥1 / Target reference value per YSP JPY

A yen-peg design, subject to an issuance and redemption framework.

12% / Base-case annual reward rate

A simple, pre-tax business-plan illustration, not a fixed return or capital guarantee.

BUSINESS PLAN & DESIGN TARGETS

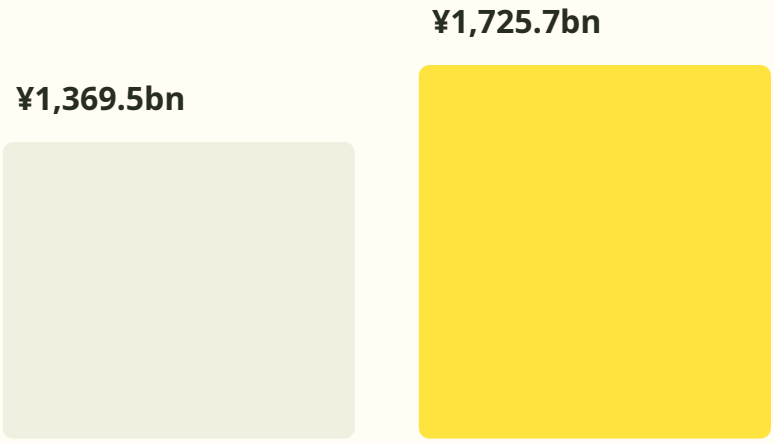
This page presents the business plan and design. Figures are base-case planning assumptions. It does not accept purchases or deposits.

MARKET / EVERYDAY SPENDING CREATES THE ENTRY POINT.

Turn the habit of earning points into demand for a usable currency.

YSP builds on the everyday habit of earning value from shopping and using it again. Rewards acquisition connects to voting, payments and staking, creating a business model in which repeated use generates income.

Minimum annual points and mileage issuance in Japan



58.0%

Japan’s cashless payment ratio in 2025

METI’s domestic measure. Digital payments expand everyday opportunities to earn and use points.

NRI, April 2026. Private-sector issuance by major companies across 12 Japanese industries. These figures are not rewards-platform revenue or YSP’s addressable market.

Performance-based advertising also provides a growing foundation. Yano Research estimates Japan’s affiliate market at ¥459.8 billion for FY2025 and forecasts ¥588.3 billion for FY2029. This has a different definition from points issuance; the figures are not added together.

YSP / GROWTH STRATEGY

From Japan to the world, one stage at a time.

01 / JAPAN

Build rewards, payments and staking usage with YSP JPY

02 / EXPANSION

Expand into YURU trading markets and local-currency YSP abroad

03 / INDEX

Connect the currency foundations through YSP INDEX

A familiar way to join

Use everyday shopping and services as the entry point, without requiring prior crypto-trading experience.

More reasons to keep using it

Connect voting for favorite IP, events and merchant spending as recurring uses.

Usage connects to business results

Build activity with approved outcomes and collected income, then reinvest in stability and service expansion.

01 / TWO COMMUNITIES, ONE EXPERIENCE

People who earn.
Fans who care.

Connect the everyday rewards habit represented by COINCOME with the enthusiasm around Yuru Chara Grand Prix. Yurupo is the proposed bridge from these entry points to repeat use.

200,000 / COINCOME

COINCOME user base

The plan connects an audience of 200,000 people familiar with everyday rewards to adoption of Yurupo and YSP.

1.1 million+ / FORMER GRAND PRIX

Registered voting-ID users of the former Grand Prix

The scale of people who registered a voting ID in the former competition. Their experience supporting characters is a potential foundation for new Yurupo experiences.

User figures are supplied by the project and describe COINCOME's user base and historical voting-ID registrations for the former Grand Prix. Different dates, overlap and activity levels mean they are not added together. YSP registrations and continued usage will be measured separately.

Turn initial engagement into monthly use.

Manage each stage: consent-based outreach, first use, outcome approval and repeat use. The ¥325 million monthly activity base case can be expressed as 25,000 monthly users spending ¥13,000 each. The plan combines participation from existing communities with new customer acquisition to build this level of use.



Photo: official Yuru Verse 2026 event report. Photograph and character rights remain with their respective owners.

02 / EVERYDAY REWARDS

Yurupo.
Turn daily activity into support.

Earn points by shopping, using services or completing app offers. Advertisers pay for approved outcomes, and part of that payment is returned to users.

01 / Choose an offer

Review the reward, completion conditions and deadline.

02 / Complete the action

Meet the shopping, application or game requirements.

03 / Approve the result

The advertiser confirms eligibility; cancellations, duplicates and fraud are excluded.

04 / Credit points

Allocate the user's share of the approved reward.

05 / Exchange for YSP

Show the exchange terms and connect confirmed points to YSP use.

06 / Support and spend

Use voting tickets or eligible services, then return for another experience.

Calculation example / not actual offer terms

¥1,000 = ¥700 + ¥300



Advertiser payment / Points returned to the user / Operator income before costs

User rewards and operator income are separate. Keep pending rewards out of confirmed balances and record exchanges and payments.

POSITIONING / WHY CHOOSE YSP

Design how users earn, spend and share in the income cycle.

YSP's distinction lies in the business built around the currency. Connect Yurupo, YuruFun, IP voting and YURU trading markets to create recurring engagement for users and businesses.

Dimension	Payment-stablecoin foundations	YSP's integrated business design
Entry point	Purchase, conversion and transfers	Yurupo rewards and character communities
Uses	Fiat-linked payments and settlement	IP voting, local payments, YuruFun and YURU trading markets
Connection to income	Separate currency functions from additional services	Allocate business income to stability, staking rewards and YURU buybacks
Growth sequence	Expand markets and payment networks	JPY in Japan, then overseas currency versions, then YSP INDEX

USDC, EURC and other services also support payments and multiple currencies. YSP's proposition is the combination of businesses described here. This comparison does not claim exclusive features or superior returns.

03 / A YEN-REFERENCED PAYMENT LAYER

One YSP. One yen. Start with the backing.

To support a useful ¥1 reference, the design safeguards yen assets against outstanding YSP and establishes redemption and market liquidity. Raised business capital and recurring Yurupo cash flow add market support on top of that foundation.

Funds that back value

Safeguard backing corresponding to issued balances separately from development spending or high-yield strategies.

01 Receive yen-denominated funds
↓
02 Issue against funded balances
↓
03 Reconcile backing and liabilities
↓
04 Redeem and retire under the terms

Funds that grow the business

The US$5m funding plan separates stability from business development. Close monthly accounts and replenish stability before allocating rewards.

01 Raise and separate business funds
↓
02 Build and operate Yurupo adoption
↓
03 Confirm monthly cash available
↓
04 Prioritize stability, then rewards

If YSP sale proceeds are held to meet redemption, the same money cannot also fund development or rewards. A yen peg is a price-stability objective, not a principal guarantee.

YSP / BUSINESS PLAN

Issuance and redemption terms users need

01 Issuer, service providers and applicable registrations

02 Safeguarding and balance reporting

03 Redemption process, fees and timing

04 Identity checks, regions and limits

Providing a yen-linked, par-redeemable payment instrument in Japan requires an appropriate legal framework for issuance and handling. The concrete structure depends on the issuer and product terms.

Yurupo points

Rewards for approved shopping and service activity.

YSP

A proposed payment unit referenced to one yen.

Voting ticket

A right to vote in an eligible event, distinct from YSP.

STABILITY / BUSINESS CASH FLOW AT WORK

Support a usable yen value. Replenish it through business income.

YSP is designed around yen-denominated backing and redemption, with a portion of raised business capital and Yurupo cash generation supporting stability. Gross sales are not all available for support: user rewards, merchant settlement, expenses, taxes and necessary reserves come first. Only collected, available cash is allocated.

Prioritize price stability and redemption readiness, then allocate funds to rewards, YURU buybacks and reinvestment. The figures below express this policy as a business plan.

01 / BACKING

Yen assets backing issuance

The design safeguards at least ¥1 of eligible backing per outstanding YSP. Issue only after funding and safeguarding are confirmed; reconcile redemption payments with burns. Do not use this backing for development or rewards.

02 / STABILITY

Funds for market support

Build this budget from part of raised capital and monthly available business cash. Track market purchases, liquidity provision and additional redemption support separately, with no double counting of funds already committed.

03 / OPERATIONS

Funds to keep services running

First fund Yurupo operations, user rewards, merchant settlement, taxes and necessary reserves. Uncollected sales and future forecasts do not count as assets already held.

YSP / STABILITY FUND

Start with business capital. Replenish from monthly cash flow.

US$2,000,000

01 **Allocate 40% of funding to stability**

↓

02 **Close monthly accounts and confirm cash**

↓

03 **Add 50% of available business cash**

↓

04 **Record purchases, balances and burns**

The illustrative stability allocation is US$2 million of the US$5 million funding target. Convert dollar funds needed for yen support and record the actual yen proceeds. Transfers to redemption backing reduce the available market-support budget; the same money is not used twice.

Prioritize price stability and redemption readiness, then allocate funds to rewards, YURU buybacks and reinvestment. The figures below express this policy as a business plan.

YSP / MONTHLY CASH FLOW

Base-case monthly cash flow and allocations.

This monthly model shares assumptions with the rewards calculator. Activity volume is distinct from revenue; it assumes full collection and no working-capital changes.

¥ million / month

Monthly activity volume	325
Monthly income after user cashback etc.	6.5
Operating costs, taxes and required reserves	2.5
Monthly cash available for allocation	4
Stability fund replenishment	2
Reward allocation	1
YURU buyback budget	0.25
Cash retained in the business	0.75

¥325 million in monthly activity × 2% net contribution margin = ¥6.5 million in monthly income. After ¥2.5 million in costs and reserves, allocate ¥2 million to stability and ¥1 million to rewards. In this illustration, 25% of the remaining ¥1 million funds YURU buybacks and 75% is retained.

YSP / LIQUIDITY PLANNING

Manage the support budget and replenishment rate.

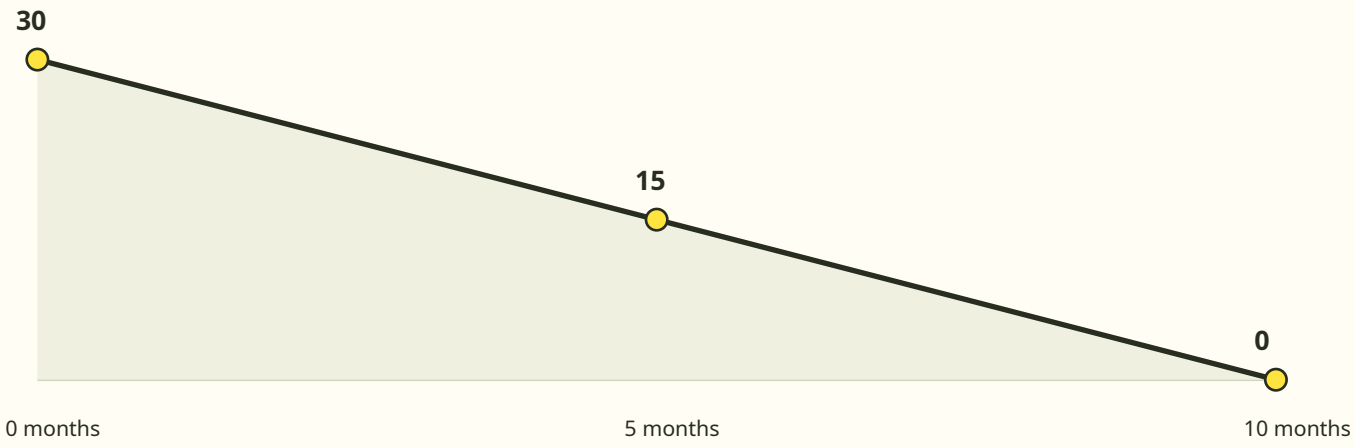
A simple stress calculation using only the stability cash available for market support.

30 / (5 - 2) = 10 months

The ¥30 million starting balance is an independent assumption. The base case adds ¥2 million monthly; with ¥5 million in monthly spending, it covers 10 months. No backing withdrawals, new funding or YSP resale are counted as inflows. This is not a price guarantee.

Modeled duration of support from this budget

Opening market-support cash (¥ million)	**30**
Monthly market-support spending (¥ million)	**5**
Monthly business replenishment	**2**



YSP / OPERATING POLICY

Rules for changing prices and cash balances

When the price is below ¥1

Review the cause and available cash, then support the market through purchases and liquidity within the approved budget. Segregate acquired YSP. Reduce outstanding supply only after the corresponding burn is completed.

When the price is above ¥1

Provide issuance and exchange channels funded by eligible backing, alongside payment liquidity. Do not create unbacked YSP to adjust the price.

When income falls or selling rises

Reduce reward allocations and discretionary spending, prioritizing redemption readiness. Support funds are finite; report sustained deviations, disruptions and the response.

Six measures for monthly reporting

01 Outstanding supply and burn records

02 Backing amount and coverage ratio

03 Redemption cash and processing status

04 Collected Yurupo income and cash results

05 Stability additions and use of funds

06 Purchase quantities, prices, balances and verification

The operating design reconciles issuance, redemption, stability funds and execution records monthly and discloses the flow of funds. Stability combines asset safeguarding, redemption and liquidity management.

04 / SUPPORT THAT YOU CAN USE

Earned value.
A meaningful vote.

The design connects approved Yurupo points to YSP and then to voting tickets. Price, votes per ticket and expiry are separate, event-specific terms.

01 **Confirm points**

↓

02 **Exchange for YSP**

↓

03 **Obtain a ticket**

↓

04 **Support a character**

Illustration: at a design value of ¥1 per YSP, a ¥100 ticket would cost 100 YSP. This does not mean 100 YSP automatically buys 100 votes.

Paid voting, eligible events and the relationship with free voting depend on organizer rules. This is not an announcement of changes to the current competition or confirmed adoption.

01 / Everyday touchpoints

Shopping and games create participation beyond an annual event.

02 / Rewards with a purpose

Votes, experiences and services give earned value a reason to be used.

03 / Local culture and IP

Character and regional activities can extend into products, events and IP use.

05 / REVENUE BEFORE REWARDS

A 12% annual base case. Business income funds holder rewards.

The plan enables YSP staking on YuruFun, with rewards allocated from business income according to eligible balances. The base case provides ¥12 million in annual rewards against an average eligible balance of ¥100 million. After funding price stability, this sets a simple, pre-tax annual rate of 12% as the planning benchmark.

The base case is a business-plan illustration. Rewards vary with business results, eligible balances and contract terms; neither a fixed return nor principal is guaranteed.

01 **Collected business income**

↓

02 **Less costs, taxes and reserves**

↓

03 **Replenish stability first**

↓

04 **Allocate rewards from the remainder**

↓

05 **Reward eligible balances**

Rewards are funded by collected business income, managed separately from YSP backing assets, customer trading funds and fundraising principal.

YSP / BUSINESS PLAN

A revenue model with a 12% annual base case.

The initial view and Base case use the 12% annual plan. Start with ¥325 million in monthly activity, a 2% net contribution margin and ¥30 million in annual costs and reserves, then review allocations to stability, rewards, YURU buybacks and retained funds.

Monthly activity volume (¥ million) / 325

Net contribution margin (%) / 2

Annual costs, taxes and reserves (¥ million) / 30

Reward share after stability (%) / 50

Average eligible annual balance (¥ million) / 100

Available cash allocated to stability (%) / 50

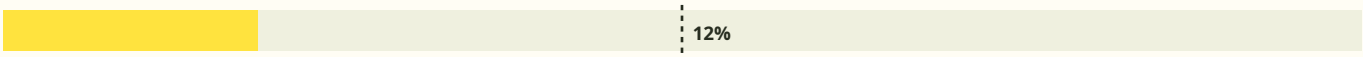
Post-reward remainder allocated to YURU buybacks (%) / 25

Simple, pre-tax model. The net contribution margin is after variable costs such as user rewards. It assumes full collection and no working-capital changes. YURU buybacks are calculated after stability and rewards, without reducing the reward pool.

YSP / SCENARIOS

A revenue model with a 12% annual base case.

¥200m activity / 4.5%



Monthly activity volume (¥ million) : 200

Base case · 12% / 12%



Monthly activity volume (¥ million) : 325

¥450m activity / 19.5%



Monthly activity volume (¥ million) : 450

Monthly volume needed for 12% : 325 ¥ million

Annual rate = max(annual volume × net margin − annual costs and reserves, 0) × (1 − stability share) × remaining-cash reward share ÷ average eligible balance

Simple, pre-tax model. The net contribution margin is after variable costs such as user rewards. It assumes full collection and no working-capital changes. YURU buybacks are calculated after stability and rewards, without reducing the reward pool.

YSP / BUSINESS PLAN

Staking operations and disclosures

01 Specify eligible balances, periods and reward calculations

02 Define custody, asset safeguarding and operating responsibilities

03 Show deposit periods, withdrawal and exit terms before application

04 Report reward allocations, fund balances and execution records

Manage YSP payments and redemption separately from the YuruFun staking agreement. The launch plan includes the service provider, applicable law, asset safeguards and user terms.

The base case is a business-plan illustration. Rewards vary with business results, eligible balances and contract terms; neither a fixed return nor principal is guaranteed.

Rewards are funded by collected business income, managed separately from YSP backing assets, customer trading funds and fundraising principal.

YURUFUN / YSP STAKING

Stake through YuruFun.
Connect business growth to rewards.

The plan integrates YSP staking into YuruFun. Design a single experience for balances, application terms, eligible periods and reward records, supporting both everyday use and holding YSP.

YuruFun / YSP JPY

12%

Base-case annual reward rate

Hold YSP JPY

Check YSP JPY earned or received through conversion.

Review terms and apply

Check eligibility periods, withdrawal terms and reward calculations.

Calculate by eligible balance

Allocate the reward pool funded by business income.

Review rewards and records

Manage allocation, receipt and usage history in YuruFun.

Base-case reward illustration

10,000 → 1,200

One-year reward illustration for an average eligible balance of 10,000 YSP JPY

At the simple, pre-tax annual base case of 12%, the calculation holds the same eligible balance for a full year. Rewards depend on business results and contract terms. Staking here is a deposit-based reward program, distinct from blockchain validation rewards.

https://yuru.fun/

VALUE CIRCULATION / FROM YSP TO YURU

Allocate business profits to YURU COIN buybacks.

After funding YSP stability and staking rewards, the design allocates part of business profits to market purchases of YURU COIN. The flow of income connects growing usage with the YURU ecosystem.

Annual YURU buyback budget

3 ¥ million

The base case allocates ¥3 million annually. Of the ¥12 million left after stability and rewards, this illustration directs 25% to buybacks and retains 75%.

01 Deduct costs and reserves from collected income

02 Fund YSP stability and rewards

03 Allocate part of the remainder to YURU buybacks

04 Disclose purchases, prices and holdings

Use realized gains from premiums

When YSP trades above its reference value, backed issuance, conversion and liquidity provision support price adjustment. If these activities realize profits after costs, part can enter the buyback budget. Unrealized gains and uncollected amounts are not allocated.

Safeguard backing and customer assets

Assets backing outstanding YSP, redemption funds and customer margin are managed separately. A higher market price does not turn backing assets into business profit.

Disclose execution

Report budgets, purchase quantities, average prices, execution records and holdings. Purchases and burns are separate actions; buybacks do not guarantee a higher YURU price.

TRADING INFRASTRUCTURE / FUTURE MARKET EXPANSION

Connect YURU spot and futures through YSP.

In future YURU COIN spot and futures markets, YSP would serve as the currency for quotations, trade settlement, margin and profit-and-loss accounting. Begin with YSP JPY and extend support to overseas currency versions.

SPOT

YURU / YSP JPY

An illustrative pair quoting YURU in YSP JPY and settling payments for purchases, proceeds from sales and trading fees in that currency.

Price quotation unit / Trade settlement / Fees and trading records

FUTURES

YSP-denominated margin and P&L

A concept using YSP for YURU futures margin, daily profit and loss, and final settlement. Contract specifications, liquidation procedures and asset safeguarding are designed together.

Margin management / P&L calculation and settlement / Liquidation and settlement operations

Connect settlement demand with business income

01 **Prepare YSP** → **02** **Use it in spot or futures trading** → **03** **Settle and reconcile trades** → **04** **Generate fees and other business income**

Trading markets are a future business concept. Customer assets, margin and unsettled balances do not fund rewards or YURU buybacks. Collected, realized fees and other income are allocated only after costs, taxes and required reserves, under the business's funding policy.

YSP / TRADING OPERATIONS

An operating framework for the markets

Separate customer and operating funds

Maintain independent records for balance reconciliation, deposit and withdrawal approval, and custody management.

Define pricing and liquidation

Specify reference prices, margin requirements, liquidation conditions and controls for abnormal trading conditions.

Define market operations and disclosures

Establish applicable law, required authorizations, customer verification, surveillance, fees and market-operator responsibilities before expansion.

The 12% annual base case excludes future futures-market income and gains from price premiums. Trading-market profit and loss would be managed separately.

Trading markets are a future business concept. Customer assets, margin and unsettled balances do not fund rewards or YURU buybacks. Collected, realized fees and other income are allocated only after costs, taxes and required reserves, under the business's funding policy.

06 / BUILD THE BUSINESS

US$5 million.
Fund stability and growth.

The US$5m target is modeled with 40% for stability and 60% for Yurupo, payment infrastructure and adoption. Monthly business cash flow replenishes the stability budget.

$5,000,000

Illustrative use of funds



01 / Stability & market liquidity / 40% / US$2,000,000

Track market-support cash, liquidity and additional redemption support separately

02 / Product & payment infrastructure / 25% / US$1,250,000

Build Yurupo, balances, outcome approval, settlement and reconciliation

03 / Adoption & customer acquisition / 15% / US$750,000

Acquire and retain users through sustained engagement

04 / Voting, IP & merchant integration / 10% / US$500,000

Connect tickets, permissions, organizers and merchants

05 / Security, legal & operating contingency / 10% / US$500,000

Safeguarding, assurance, fraud controls, service terms and contingency

The proposed 40% / 25% / 15% / 10% / 10% allocation totals 100%. It describes the use of business funding available under its contracts, rather than capital already raised. Backing for outstanding YSP is safeguarded separately.

INVESTOR VIEW / EXPLAIN GROWTH THROUGH THE NUMBERS.

A plan connecting user activity to the allocation of funds.

Organize the investment case around usage, income per user, funding allocation and execution milestones. The figures below are the Japanese YSP JPY business-plan base case, distinct from operating results or a firm forecast.

25,000 × ¥13,000 = ¥325,000,000 / month

Monthly economics per user

Monthly users	**25,000**
Monthly activity per user	**¥13,000**
Net contribution margin	**2.0%**
Income after variable costs	**¥260 / user**
Allocated fixed costs and reserves	**¥100 / user**
Cash available for allocation	**¥160 / user**

¥260 is income after variable costs such as user rewards but before fixed costs and reserves. Per user, the base case allocates ¥80 to stability, ¥40 to rewards, ¥10 to YURU buybacks and retains ¥30.

Manage acquisition through continued use.

Measure acquisition costs monthly against income per user after variable costs. For example, a ¥1,200 acquisition cost and ¥260 in monthly income imply a payback period of about 4.6 months before fixed-cost allocation. This is a calculation example, not an observed acquisition cost or retention period.

YSP / BASE CASE

Base-case annual funds allocation

Activity volume	**¥3.9 billion**
Business income after variable costs	**¥78 million**
Operating costs, taxes and required reserves	**¥30 million**
Stability fund contributions	**¥24 million**
Staking rewards	**¥12 million**
YURU buyback budget	**¥3 million**
Retained funds and reinvestment	**¥9 million**

Capital deployment and execution milestones

Establish issuance and safeguarding

Define issuer and operator roles, asset safeguards, redemption terms, and accounting and reconciliation responsibilities so transactions can be traced.

Build usage in Japan

Manage first-use conversion, outcome approval, monthly users, retention, activity volume and net contribution margin.

Verify the allocation of income

Reconcile stability funds, eligible balances, staking rewards, YURU buybacks and retained funds monthly.

Reinvest in markets and international growth

Use domestic business results and operating capabilities to stage investment in YURU markets, local-currency versions and the composite index.

YSP / INVESTOR INFORMATION

Operating information for investors

01 Entities and roles for issuance, operations, safeguarding and market operation

02 Funding terms, amounts raised, use of proceeds and progress

03 Monthly cash flow, eligible balances, backing and redemption reconciliations

04 Reward and buyback budgets, execution records and balances

Discuss the business and fundraising

contact@yuru.fun

GLOBAL / LOCAL EVERYDAY USE. A SHARED NETWORK.

Start with JPY in Japan. Expand abroad. Then connect YSP through one index.

The starting point is YSP JPY in Japan. Build usage and income across Yurupo, YuruFun, voting and payments, then extend that operating model to currency-specific YSP abroad. Connect these operating foundations in the final stage through YSP INDEX.

Sequence: YSP JPY in Japan → overseas versions such as YSP EUR and YSP USD → the composite YSP INDEX. The plan builds on safeguarding, redemption and local operations for each currency.

YSP JPY / Japan

1 YSP JPY ↔ 1 JPY

Earn and spend in yen. Connect Japanese rewards, voting and merchant payments, with yen backing for outstanding supply and redemption.

YSP EUR / Euro-area markets

1 YSP EUR ↔ 1 EUR

A concept connecting services and rewards in euro-area markets. Manage euro backing, settlement and redemption separately.

YSP USD / US dollar markets

1 YSP USD ↔ 1 USD

A concept for dollar-denominated use and settlement, with dollar assets backing outstanding supply and redemption.

These 1:1 relationships are design targets for each currency version, not a claim that all three tokens have equal value. The euro serves multiple countries and dollar markets extend beyond one country; structure the system by settlement currency, not country count.

YSP / GLOBAL CURRENCY NETWORK

Local payments. A shared composite index.



Combine yen, euro and dollar YSP into a common measure of the basket's value. An index-linked currency would require safeguarded holdings of its components and issuance and redemption tied to their net asset value.

Separate local pegs from index value

Each currency version targets its own fiat currency. YSP INDEX would track a basket, so its value measured in a single currency, such as yen or dollars, rises and falls with exchange rates.

Publish weights and methodology

Disclose currencies, quantities, base date, FX data, fees and composition or rebalancing rules. Usage and liquidity inform basket design; sales and user counts do not become reserve assets.

Reconcile assets without double counting

Reconcile each currency's backing with the component holdings of an index-linked currency. Do not count the same assets again as a separate freely available reserve. Show exchange rates, costs and proceeds before conversion.

YSP INDEX / CURRENCY EXPLORER

What happens to the index when exchange rates move?

This illustration starts at 100, with one third of initial yen value in each currency. Currency quantities are fixed at the base date; subsequent FX changes affect value. These are not live rates or an adopted index composition.

JPY	EUR	USD
100	95	110

Composite index = (100 + euro index + dollar index) ÷ 3

101.67

Example: euro 95 and dollar 110 produce an index of 101.67, about 1.67% above its base-date yen value.

Relative weights change as FX moves. This omits rebalancing, fees, interest and taxes. It is a price-index illustration, separate from the 12% reward model or any capital guarantee.

YSP / LOCAL REVENUE AND STABILITY

Circulate business income within each currency.

Activity abroad can broaden local income and opportunities to use YSP. Stability funding comes only from collected cash remaining after each market's payment obligations.

01 **Earn performance-based income from local purchases and services**

↓

02 **Deduct user rewards, merchant settlement, costs and taxes**

↓

03 **Replenish local-currency stability funds and necessary liquidity**

↓

04 **Allocate the remainder to reinvestment, rewards and expansion**

Manage backing and business funds separately for each currency. Overseas allocations follow each market's cash flow and are evaluated separately from Japan's 12% annual base case.

YSP / INTERNATIONAL EXPANSION

From a Japanese user base to a multi-currency network.

01 / Establish usage and cash flow in Japan

Connect Yurupo, voting and payments. Build yen issuance, redemption, accounting and stability operations.

02 / Adapt operations to each market

Work with local businesses and merchants. Establish language support, customer verification, issuance, safeguarding and payment arrangements, and the authorizations and regulatory requirements of each jurisdiction before offering its currency version.

03 / Build the index and conversion framework

Establish safeguarded components, index calculation, price data and conversion and redemption rules for YSP INDEX. The concept depends on functioning currency versions and reconciled assets.

A single-currency peg and diversified currency exposure serve different purposes. YSP INDEX would not have a fixed value in every currency.

Sequence: YSP JPY in Japan → overseas versions such as YSP EUR and YSP USD → the composite YSP INDEX. The plan builds on safeguarding, redemption and local operations for each currency.

YSP / BUSINESS PLAN

The execution sequence and criteria for progress.

Start with Japanese usage, income and asset reconciliation, then expand into trading markets and other countries. Assess each stage through metrics and operating records.

01 / Japan’s JPY foundation

Connect Yurupo outcome approval, yen asset safeguarding, YuruFun balances and staking, voting and settlement.

02 / Sustained use in Japan

Track monthly users, activity per user, net contribution margin and retention; disclose monthly cash flow and allocations.

03 / Trading markets and international expansion

Develop settlement for YURU spot and futures markets and local-currency versions abroad. Establish local issuance, safeguarding, market operations and required authorizations.

04 / YSP INDEX

Connect currency operations, component reconciliation, index calculation, conversion and redemption to bring multiple currencies together.

Six measures of business progress

01 Unique registered users

02 Monthly active users

03 Outcome approval rate

04 Volume per active user

05 Business surplus after costs

06 Reward pool versus eligible balances

YSP / FAQ

Understand the YSP plan.

Do the 200,000 COINCOME users automatically become YSP users?

The project supplied the user-base figure. Integration terms, consent, conversion, retention and overlap must be accounted for separately. The figure does not mean migration or customer-data sharing is complete.

Are the 1.1 million+ people current YSP users?

They are voting-ID registrants from the former Grand Prix. Historical registration is different from current monthly activity or YSP participation, which requires separate onboarding and consent.

How does YSP JPY support its ¥1 target?

Yen-denominated backing and redemption form the foundation, supplemented by stability funds from capital raised and business income. Market prices and redemption remain subject to operational and liquidity risks; this is not a capital guarantee.

YSP / FAQ

Understand the YSP plan.

What supports the 12% annual base case?

The assumptions are ¥325 million in monthly activity, a 2% net contribution margin and ¥30 million in annual costs and reserves. Allocate ¥24 million annually to stability and ¥12 million to rewards. Against a ¥100 million average eligible balance, that is 12% simple and pre-tax. This is a business-plan illustration; actual rewards vary with results and eligible balances.

How do funding and Yurupo income support the market?

The plan allocates 40% of the US$5 million funding target to stability and replenishes it with 50% of monthly cash after costs and reserves. The base case adds ¥2 million each month. Rewards, YURU buybacks and retained funds are separate allocations made afterward.

Are points, YSP and voting tickets the same?

Points reward approved activity, YSP is a yen-referenced payment design, and tickets confer voting rights for a specified event. Each has its own conversion and usage conditions.

YSP / SOURCES

Sources and planning assumptions

Planning values and illustrations are labeled throughout. These sources support general service descriptions, official event results and regulatory context.

COINCOME: service overview

https://cimcome.jp/

Yuru Verse 2026: official event results

https://www.yurugp.jp/navi_news/116

Japan FSA: electronic payment instrument issuers

https://www.fsa.go.jp/singi/kessaiseido_wg/siryou/20241121/1.pdf

BIS: stablecoin backing, redemption and liquidity

https://www.bis.org/publications/aer-2026/anchoring-trust-money

YSP / SOURCES

Sources and planning assumptions

Planning values and illustrations are labeled throughout. These sources support general service descriptions, official event results and regulatory context.

IMF: currency-basket valuation (general methodological reference; no YSP partnership or endorsement)

https://www.imf.org/external/np/fin/data/rms_sdrv.aspx

NRI: points and mileage market (April 2026)

https://www.nri.com/jp/news/newsrelease/20260421_1.html

METI: Japan’s 2025 cashless payment ratio

https://www.meti.go.jp/press/2025/03/20260331006/20260331006.html

Yano Research: affiliate market (March 2026)

https://www.yano.co.jp/press-release/show/press_id/4056

YSP / SOURCES

Sources and planning assumptions

Planning values and illustrations are labeled throughout. These sources support general service descriptions, official event results and regulatory context.

Circle: official USDC overview

https://www.circle.com/usdc

Circle: USDC terms and treatment of returns

https://www.circle.com/legal/usdc-terms

YuruFun: official service

https://yuru.fun/

Photo: official Yuru Verse 2026 event report. Photograph and character rights remain with their respective owners.

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