



Bullet Group Inc. begins acceptance of crypto assets as a payment method for advertising transactions

Advanced usage of CIM, a crypto asset
issued by MakersFarm Pte. Ltd.,
for domestic and overseas transactions

Bullet Group Inc.(HQ in Tokyo / CEO: Atsushi Ogata) implements new payment functions using crypto assets to the affiliate service provider business (hereinafter referred to as ASP) named "SLVRbullet", which is operated by BG Technology, Inc. (HQ in Tokyo / CEO: Ryo Osaki / 100% owned subsidiary).

The business will accept payments of advertising fees from advertisers and also pay affiliate fees to publishers by crypto assets. This is a groundbreaking feature for Japan and overseas to provide payment acceptance and payment functions using crypto assets in ASP.

The crypto asset adopted is "CIM" that is issued by Makers Farm Pte. Ltd. (HQ in Singapore / CEO: Yoshihiro Kanemitsu / hereinafter referred to as MF). MF has launched a cashback service named "COINCOME" (Global at <https://cimcome.sg> Japanese at <https://cimcome.jp>) to provide users in Southeast Asia, including Singapore, and Japan with cashback in CIM when they shop online, etc.

"CIM" is listed on Liquid Global, a major global cryptocurrency exchange, while preparation for listing on a cryptocurrency exchange in Japan is underway. MF established Makers Farm Japan, Inc. as a Japan subsidiary to extend COINCOME services to Japan this year, and this is expected to accelerate the CIM circulation in Japan.

Background of "CIM" adoption and the strengths of CIM usage for advertisers and publishers

CIM adoption background

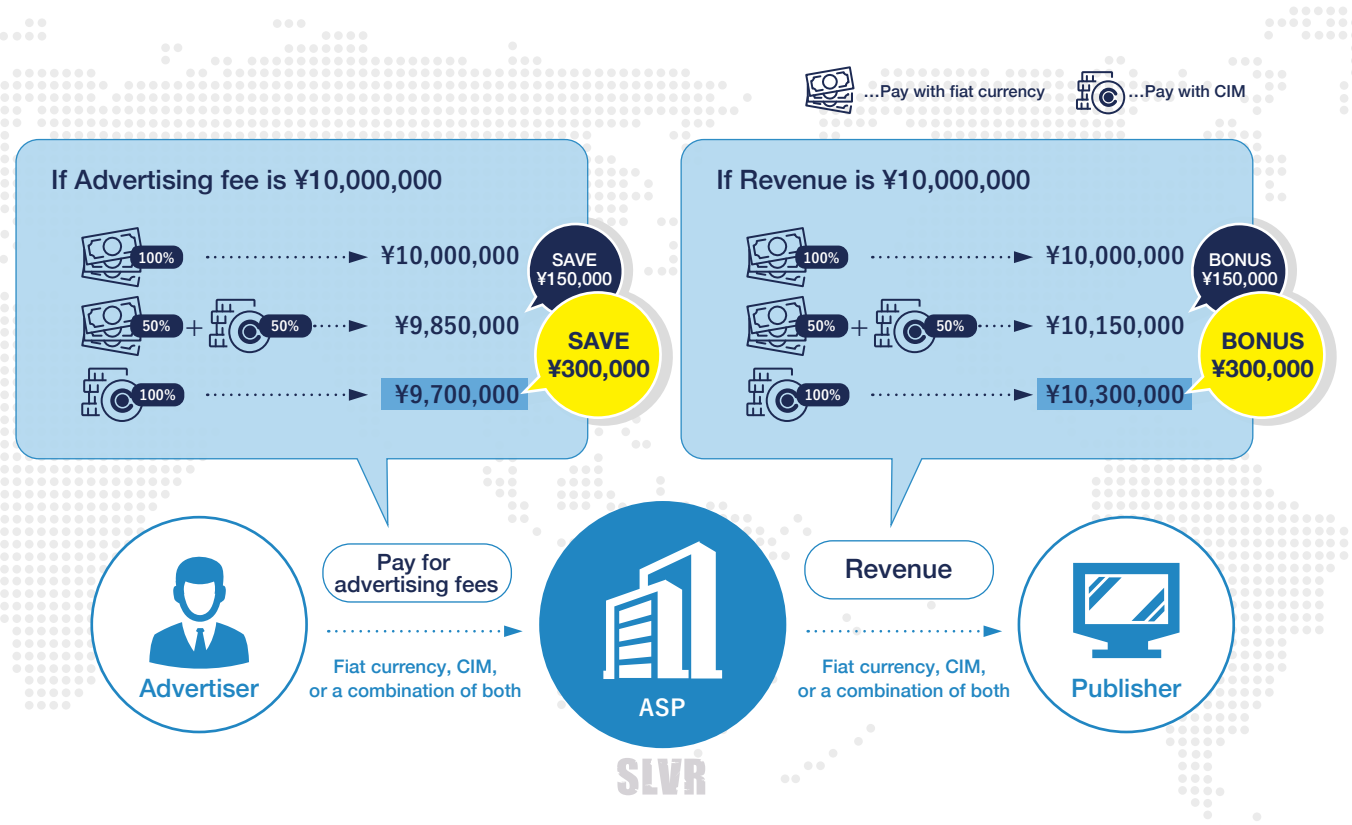
Bullet Group Inc. is a major shareholder of Makers Farm Pte. Ltd. (as an Equity Method Investee). As for the investment background, there is a synergy between MF' s core business of crypto assets cashback site and Bullet Group' s advertising business, and the global business vision of MF' s founder and CEO Yoshihiro

Kanemitsu is highly evaluated. This year, MF and Bullet Group have reached an agreement to adopt “CIM” for advertisement payment transactions based on the establishment of Makers Farm Japan, Inc. for the Japan market, the launch of COINCOME service, and the listing on a major cryptocurrency exchange Liquid Global. This initiative helps MF promote the distribution of CIM in markets including Japan, while introducing a number of advantages to Bullet Group (no exchange required compared to the traditional fiat currency, simple remittance procedure, crypto assets are highly complementary to affiliates, etc.). As a shareholder, we will contribute to the business promotion of MF.

About the advantage of CIM usage for advertisers and publishers

Advertisers can pay for advertising fees on “SLVRbullet” , an ASP offered by BG Technology, with CIM (or in combination with fiat currency) to enjoy a 3% discount for the amount transacted in CIM.

Besides, publishers (including affiliate marketers) will receive a 3% rate increase for revenue received in CIM.



As SLVRbullet's average monthly customer sales amount to "5.72 million yen", advertisers can benefit from enjoying discounts by paying with CIM. SLVRbullet also provides publishers with an incentive to acquire CIM for the payment of advertising fees, since publishers can be advertisers and often place ads with SLVRbullet aimed at attracting users.

CIM can be obtained from Liquid Global, a listed exchange, or OTC procurement from CIM holders.

BG Technology will procure CIM for CIM payments. The expenses for the 3% discount/rate-up amount enjoyed by advertisers/publishers incurred by BG Technology, will be applied from the expected returns from revenue generated by MF together with dividends.

* This service is intended for business or individual customers that have advertising transaction contracts with BG Technology, and certain exams are conducted to conclude a contract.

"CIM" token unit price increase mechanism and "cost recovery" scheme obtained from Makers Farm's profit improvement cycle

There are a total of 25 billion CIM issued, which means all tokens have been issued. Therefore, unlike inflation tokens, etc., the absolute number of tokens will not change. As the need to procure CIM increases, we expect upward pressure on the unit price of CIM tokens as crypto assets. MF, the issuer of CIM, will increase its income gain as the token unit price increases. Therefore, discounts and rate-up “costs” in BG Technology

are inherent in the CIM token unit price increase mechanism and MF's profit improvement cycle, and we believe that we can build a continuous cycle of "cost recovery" scheme.

* MF retains approximately 60% of CIM tokens to be used as a cash back pool for users of COINCOME, a cash back site operated by the company. Therefore, we intend to procure CIM directly from the market via cryptocurrency exchange.

Promotion of crypto assets payment API business and OEM solution of cashback site DApps platform

MF has the strategy to proceed with listing on major exchanges in Japan and overseas and increase the circulation of CIM as the crypto asset used in advertising settlement transactions. Since CIM can be converted to fiat currencies and major crypto assets through the cryptocurrency exchange, MF has plans to deploy "crypto assets payment API business" to Japan and overseas for many businesses providing services with payment. Bullet Group Inc. will jointly promote the business of MF through its domestic and overseas subsidiaries.

Specifically, we intend to provide payment methods using CIM for domestic and overseas ASP companies similar to SLVRbullet, promote integration of CIM for cashback site operators similar to COINCOME, and provide DApps platform as an OEM, etc. Some operators have already started considering adoption of these solutions. Along with the progress of the cashback site business, we are also planning to enter AI-scoring-based microfinance business targeting crypto assets and jointly conduct R&D.

Future schedule

BG Technology will start offering closed trial service of CIM payments at SLVRbullet for limited users within this year. This initiative is based on the premise of maintaining compliance with the laws and regulations governing crypto assets in Japan and overseas and that operation will be conducted in accordance with the policies and guidelines of self-regulatory organizations. Therefore, the service design may be reviewed due to changes in laws and other guidelines.

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