



# SHEN-RON

PROJECT

WHITEPAPER

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## 01-1 Introduction

"Now, tell me your wish. I will grant any wish, but just one..."

In a certain manga, there was a character who sought eternal life and youth by wishing for immortality. This reflects the underlying common belief among people that aging and decline are inevitable, indicating their fear of it. It's a sentiment that anyone, no matter how powerful, can harbor.

However, such common beliefs have evolved over time. In the modern era, we now talk about the age of the 100-year life, and in 2019, the World Health Organization (WHO) officially introduced the concept that aging is a treatable condition. If aging is considered a disease, then it can be treated, and that has become the new norm in aging research.

With the SHEN-RON project, we aim to promote HEALTH & EARNINGS – enjoying a healthy body and an ideal lifestyle – by utilizing the mitochondria booster 5-deazaflavin (TND1128) combined with a comprehensive healthcare app powered by blockchain technology. This initiative represents a part of embracing the new paradigm in aging research and leveraging innovative technologies for holistic well-being.

"In an era where longevity is celebrated by all, the desire to be someone who can love oneself forever is paramount."

To fulfill the wishes of people in today's society, we embark on a journey together to pursue richness in health for the present and radiance in beauty for the future.





## 01-2 What is the SHEN-RON Project?

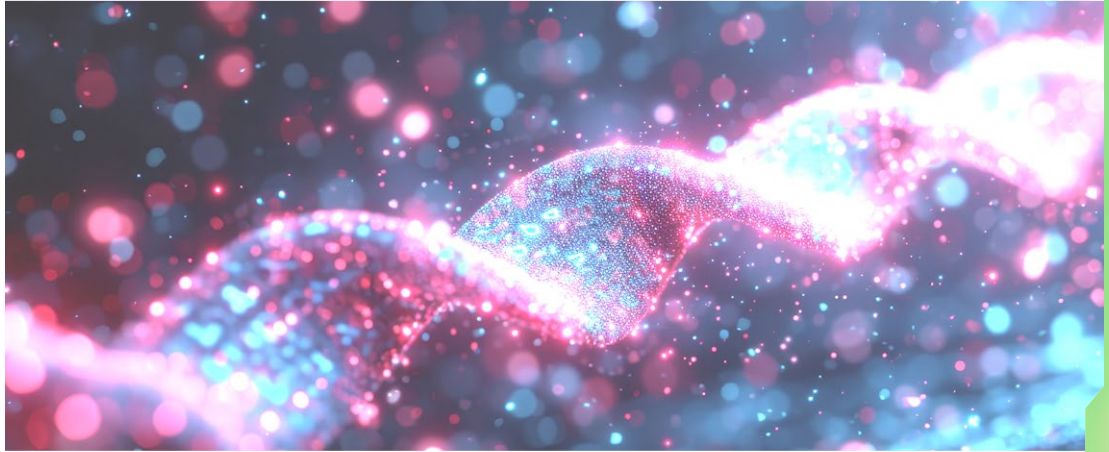
Under the new paradigm that states "aging is treatable," this project aims to fulfill the fundamental desire of modern individuals to enjoy a long and fulfilling life while remaining someone who can love themselves forever.

### 01-2-1 Overview of the SHEN-RON App

SHEN-RON is a comprehensive healthcare app designed in the form of a care game. Through gamification, it enables users to keep records of daily supplement intake while also earning tokens by engaging in health-related activities such as exercise, sleep, and diet. By incentivizing active participation in health activities, SHEN-RON aims to realize HEALTH & EARNINGS. Its goal is to promote healthy habits among individuals through health-focused behaviors, ultimately assisting them in leading more fulfilling lives.

### 01-2-2 Vision of the SHEN-RON Project

- Old age is no longer something to be feared, as approaches to curing it are being implemented.
- Regular administration of 5-deazaflavin achieves the prevention of various age-related diseases.
- By using the SHEN-RON app to keep health records, individuals strive to improve their awareness of health and lifestyle habits.
- Through gameplay on the SHEN-RON app, communication centered around health is actively promoted throughout society.
- Individuals can use the tokens earned in the game to purchase health products, thus forming an economic ecosystem that promotes healthier living.
- Each individual is living with the healthy and economic flexibility to love themselves.

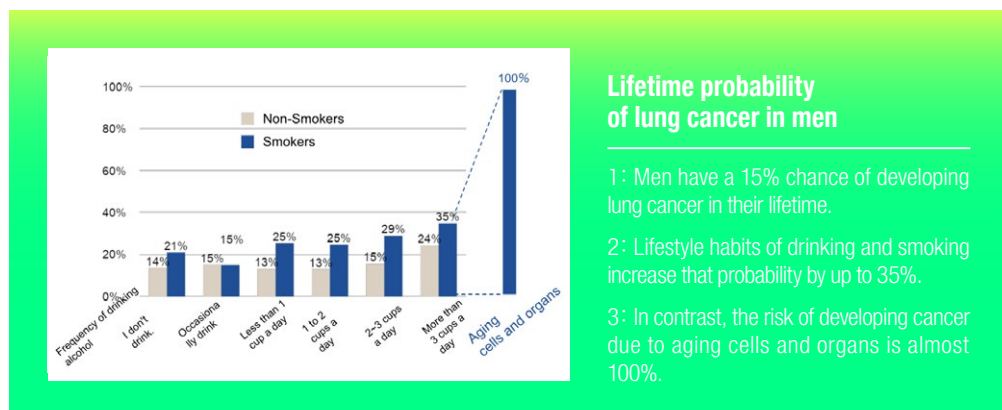


## The World's Strongest Mitochondrial Booster.

5-deazaflavin (TND1128) is currently attracting great attention in Japan as a component that activates essential mitochondria and sirtuin genes for life maintenance. In particular, regarding the effect on mitochondrial activation, it is known as the world's strongest mitochondrial booster among the components currently identified.

### 02-1 The New Common Knowledge in Aging Research: Aging is Curable

In 2019, the World Health Organization (WHO) revised the International Classification of Diseases (ICD\*) for the first time in 30 years, and with it, the new concept that aging is a treatable disease. It has been 30 years since Professor Leonardo Galante, the world's leading researcher on aging, stated that aging would eventually be classified as a 'disease' and that 'anti-aging drugs' could be developed in the near future. Finally, the WHO has officially recognized that aging is a 'disease'.



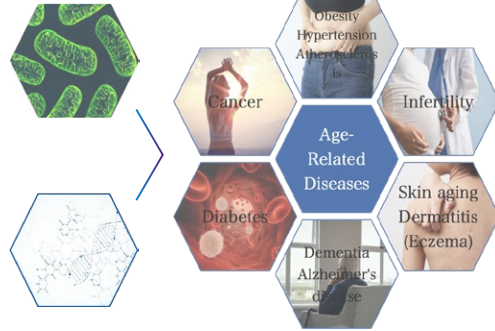
ICD stands for the International Classification of Diseases, which is a standardized classification system for categorizing causes of death and various diseases. It is created and maintained by the World Health Organization (WHO).  
 Source: "NAD+ Metabolism, Sirtuins, and Stem Cell Aging" authored by Masaki Igarashi (Graduate School of Medicine, University of Tokyo), published in *Biochemistry*, Vol. 89, No. 4 (2017).  
 Book: "New Common Sense of the 21st Century: "Aging Can Be Cured." A New Type of Vitamin Saves the World!" authored by Masato Inui (Director, Ginza I Glad Clinic), based on research from the Japan Public Health Center (JPHC) Study and articles from the *British Journal of Cancer* (2005).

## 02-2 What is 5-deazaflavin (TND1128)?

By activating mitochondria and sirtuin genes, 5-deazaflavin helps prevent various age-related diseases.

### 1\_Activation of energy production in mitochondria.

95% of the energy in the human body is generated by mitochondria, and 5-deazaflavin is currently known as the world's strongest mitochondrial booster.



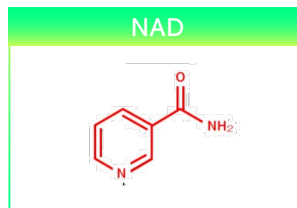
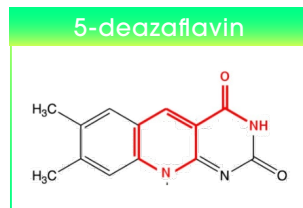
### 2\_Activation of Sirtuin Genes

Sirtuin genes are deeply involved in the control of lifespan, playing roles in cancer and age-related disease prevention, improving sugar and fat metabolism, protecting nerve cells, and controlling memory and behavior.

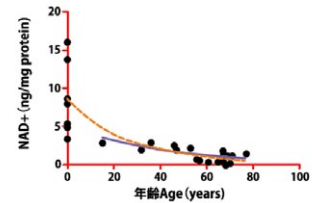
Source: Age-Associated Changes In Oxidative Stress and NAD Metabolism In Human Tissue (Figure 4)

## What is 5-deazaflavin (TND1128)?

- The structure of 5-deazaflavin is very similar to that of a component called "NAD," which can directly act on mitochondria and sirtuin genes, and it has been confirmed to have similar effects.
- It is said that with aging, as the body's "NAD" decreases, the risk of age-related diseases such as cancer, diabetes, and dementia increases.



### NAD levels in the body



- Recent research has shown that age-related diseases such as cancer and diabetes have an increased risk due to the decrease in the body's NAD levels.
- While the amount of NAD can increase slightly through fasting or exercise, it cannot be significantly boosted, making supplementation an important method of intake.

Source: Age-Associated Changes In Oxidative Stress and NAD Metabolism In Human Tissue (Figure 4)

The Karolinska Institute and Japanese pharmaceutical companies have jointly developed Japan's first anti-aging ingredient, "5-deazaflavin."



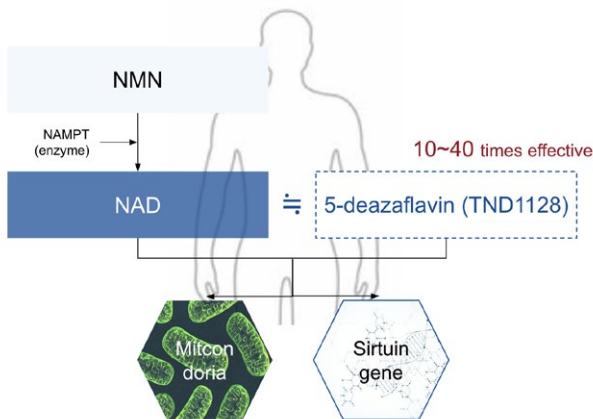
- 5-deazaflavin is an aging care component developed jointly by the Karolinska Institute, a world-renowned research institution with a selection committee for the Nobel Prize in Physiology or Medicine, and several Japanese companies.
- The development of 5-deazaflavin is based on the results of pharmaceutical compound research and drug development for activating longevity genes conducted by the Karolinska Institute, focusing on Alzheimer's disease. Building on the achievements at the Karolinska Institute, applications for pharmaceutical development are already underway in Europe.
- In Japan, research and development are being advanced under the leadership of Professor Asafumi Nagamatsu from Kumamoto Sojo University and Professor Kudo from Tokyo Medical University.

### 02-3 NMN vs 5-deazaflavin(TND1128)

5-deazaflavin (TND1128) is superior to NMN in that it has similar functions to NAD+ and can directly act on sirtuin genes. It is said to have 10 to 40 times the anti-aging effects of NMN.

|                              | NMN                                      | 5-deazaflavin  |  |
|------------------------------|--|--|--|
| Superiority of 5-Deazaflavin | Structure                                | Vitamin B3 Analog Structure  | Vitamin B2 Analog Structure (However, confirmed to also perform functions of Vitamin B3)   |
|                              | Relation to NAD                          | <ul style="list-style-type: none"> <li>Precursor of NAD</li> <li>Reacts with intracellular NAMPT (enzyme) to exhibit functions similar to NAD</li> </ul>       | <ul style="list-style-type: none"> <li>Analogous to NAD</li> <li>Innately possesses functions similar to NAD</li> </ul>                          |
|                              | Main Functions                           | <ul style="list-style-type: none"> <li>Activation of energy (ATP) production in mitochondria</li> <li>Activation of sirtuin genes (longevity genes)</li> </ul> |  |
|                              | Expected Effects                         | <ul style="list-style-type: none"> <li>Prevention of aging and age-related diseases (neurological disorders such as cancer, diabetes, and dementia)</li> </ul> |  |
|                              | Potential for Pharmaceutical Development | Currently none reported.   | Pharmaceutical development is scheduled in Europe by 2023, with the Karolinska Institute taking the lead and initiating the application process. |

### Why does 5-Deazariboflavin have 10 to 40 times the effect of NMN?



#### NMN

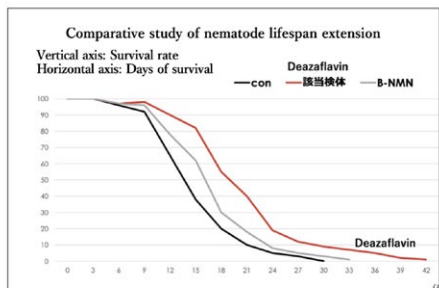
NMN cannot directly activate mitochondria or sirtuin genes. Even if you ingest NMN, if your body does not have enough NAMPT, NMN will not be converted to NAD-like substances.

#### 5-deazaflavin

Since 5-deazaflavin itself is an NAD-like substance, it can directly act on mitochondria and sirtuin genes.

### Comparative study of nematode lifespan extension - Collaborative research with Sojo University -

The lifespan curves of humans and nematodes are almost identical, making the nematode lifespan a good model for the human lifespan. The effectiveness of 5-deazaflavin has been demonstrated in comparison with the domestic research reagent  $\beta$ -NMN.



1. Comparative study of nematode lifespan extension

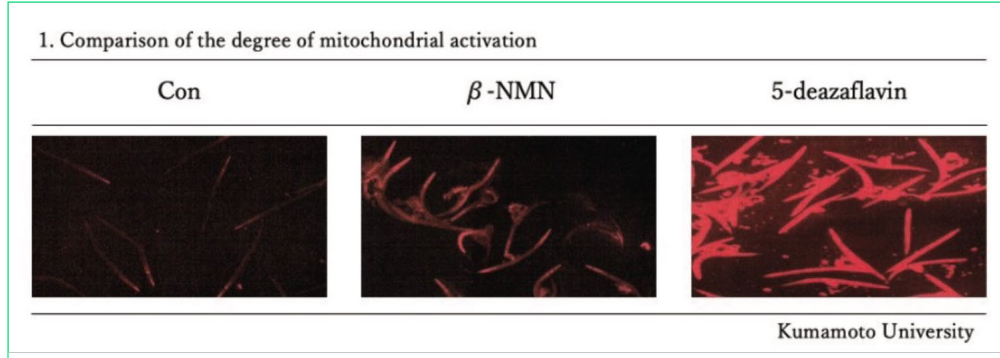
|           | con     | $\beta$ -NMN | Deazaflavin    |
|-----------|---------|--------------|----------------|
| Survival  | 33%     | 55%          | 78% (+45%)     |
| Life span | 30 days | 33 days      | 42 days (+40%) |

Sojo University



## Mitochondrial activation by Deazaflavin (Patent no. 6717989)

A study with Kumamoto University confirmed that 5-deazaflavin (TND1128) activates mitochondria, produces energy (ATP), and stimulates cell metabolism dozens of times more effectively than NMN in a comparative study of mitochondrial activation.



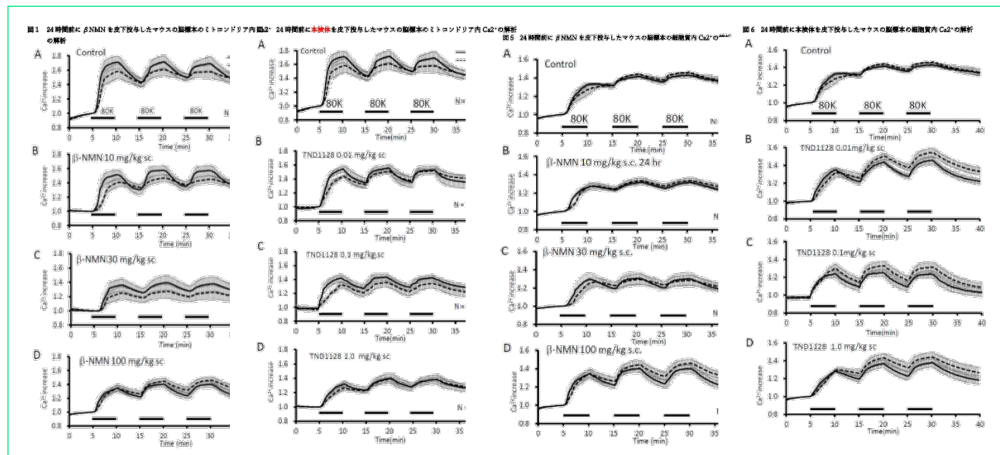
## Effects of 5-deazaflavin, with self-redox ability, as a mitochondria activator on the mouse brain slice and its comparison with $\beta$ -NMN

**Experiment details**

The inhibitory effects of exposure to depolarising stimuli on changes in the concentration of Ca<sup>2+</sup> in the cytoplasm and mitochondria were compared and evaluated using mouse brain slice preparations.

**Effects measured**

The efficacy determination experiment was conducted 24 hours after administration based on data showing a predominant increase in the Sir-1 gene 24 hours after administration.



**Results**

Both  $\beta$ NMN and deazaflavin showed a regulatory effect on intracytoplasmic Ca concentration and mitochondrial Ca concentration, but deazaflavin was 100 times more potent due to its effective concentration. As shown in Figures 1, 2 and 5, 6, the intracellular and intramitochondrial actions of  $\beta$ NMN and deazaflavin indicate that they can maintain an extremely stable physiological response, and if this can be reproduced in the human brain, a strong brain protective effect can be expected.

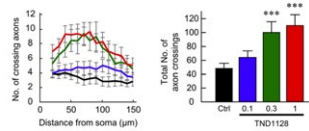
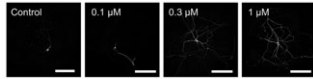
Source: Effects of TND1128 (a 5-deazaflavin derivative), with self-redox ability, as a mitochondria activator on the mouse brain slice and its comparison with  $\beta$ -NMN  
 Kudo Yoshihisa (Department of Anesthesiology, Tokyo Medical University Hachioji Medical Center 1163 Tatemachi, Hachioji, Tokyo 193-0998, Japan), Takahashi Nanae (Department of Anesthesiology, Tokyo Medical University Hachioji Medical Center 1163 Tatemachi, Hachioji, Tokyo 193-0998, Japan)



## 02-4 Clinical Research on 5-deazaflavin (TND1128)

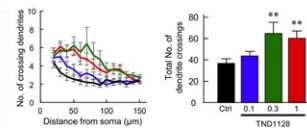
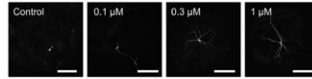
### The novel mitochondria activator, 5-deazaflavin (TND1128), promotes the development of hippocampal neuronal morphology

#### The effect of TND1128 on axons of hippocampal neurons



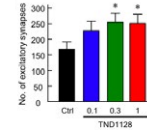
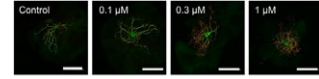
Axons were immunostained with tau antibodies on day 4 of culture. On the left, control; on the right, specimen-treated neurons with only one attachment of deazaflavin (1μM) on day 1 of culture.

#### The effect of TND1128 on dendrites of hippocampal neurons



Dendrites were immunostained with MAP2 alternation on day 4 of culture. On the left, control; on the right, neurons treated with only one dose of deazaflavin (1μM) on day 1 of culture.

#### The effects of TND1128 on the number of excitatory synapses



Left, control; right, neuronal agent rods immunostained for excitatory synapses with VGLUT1 antibody on day 14 of culture after only one attachment of deazaflavin (1μM) on day 1 of culture.

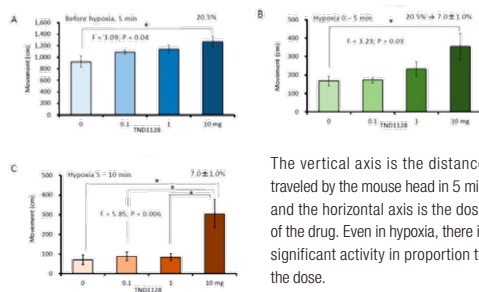
### Deazaflavin increases spontaneous locomotor performance and antioxidant capacity in mice under hypoxic conditions - Collaborative research with Kumamoto University -

Left: Spontaneous locomotor performance of mice under hypoxic conditions.

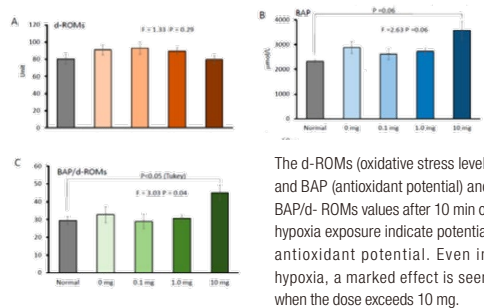
Right: 5-deazaflavin action on d-ROMs (oxidative stress level) and BAP (antioxidant capacity).

Both right and left graphs show the difference in oxygen concentration with regard to A, B and C. A is at 20%, B is after 5 minutes of lowering the concentration from 20% to 7% and C is after 10 minutes at 7%.

#### Spontaneous locomotor performance of mice under hypoxic conditions



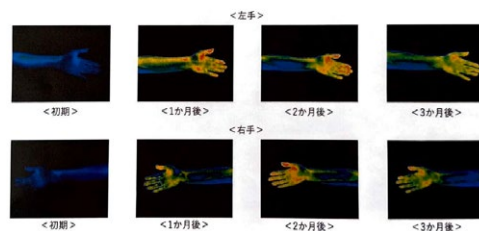
#### 5-deazaflavin action on d-ROMs (oxidative stress level) and BAP (antioxidant capacity)



### Changes in subjects who consumed 5-deazaflavin (TND1128) at 50 mg per day for 3 months

#### Skin Surface Temperature Distribution Test (36-year-old female)

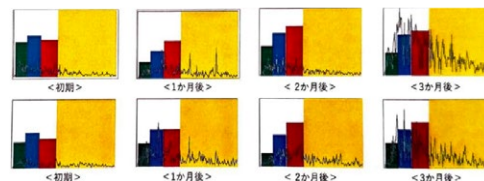
The chronic cold sensitivity she had been suffering from for many years improved.



#### Simplified EEG Test (Measurement Time: Daytime)

Result

- Increase in alpha and beta waves (improvement in relaxation and concentration)
- Phenomenon of theta waves (improvement in sleepiness and fuzziness)



θ wave: Sleepiness and fuzziness  
α wave: Relaxation and concentration  
β wave: Awakening and Excitement

## Subjects who consumed 5-deazaflavin (TND1128) at 50 mg per day for approximately 2 years

As a result of administering 5-deazaflavin (TND1128) to subjects with psoriasis vulgaris, it was almost completely cured in about 2 years.



### 02-5 Patents Related to 5-deazaflavin (TND1128)

#### Mitochondrial activation by deazaflavin (Patent no. 6717989)



JP 2019-127873 A 2019.8.22

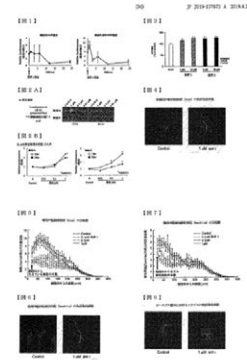
特許第6717989号

5-Deazaflavin (Pyrimido[4,5-b]quinoxaline-2,4(1H,10H)-dione)

C1=NC2=C(N1)C(=O)N(C2=O)C3=CC=C(C=C3)R1

【式例】 R<sub>1</sub>: H, 炭素原子, アルキル基等, R<sub>2</sub>: H, アルキル基, シクロアルキル基, アルキル基等, R<sub>3</sub>: 炭素原子, 炭素原子, 炭素原子, アルキル基等, R<sub>4</sub>: H, アルキル基等

【特許】 アルツハイマー病、パーキンソン病、脳出血・脳梗塞等に関する治療薬としての用途



Patent already obtained in Japan. Patent applications pending in Taiwan, China, Hong Kong, South Korea, the United States, Canada, and the EU.

### 02-6 Patent Related to the Nanoization of 5-deazaflavin (TND1128)

#### Patent related to the nanonization of 5-deazaflavin (Patent no. 6842091)

Through cutting-edge penetration patent technology, the absorption rate has significantly improved. It has been proven that nanonized 5-deazaflavin has an absorption rate more than 11 times higher than non-nanonized deazaflavin.



ヒト腸管吸収性試験 血液中濃度相対値(%)

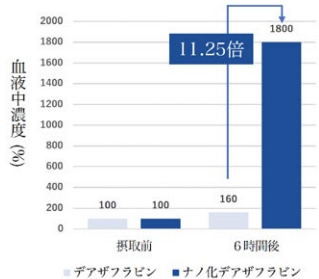
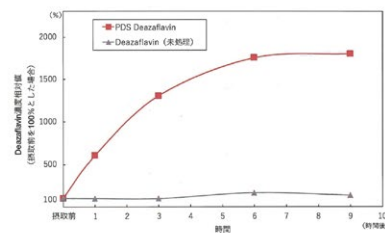


図1. PDS Deazaflavin 吸収性試験結果





### 02-7 Academic Papers on 5-deazaflavin (TND1128)

- 5-deazaflavin (Osaka City University, Faculty of Engineering, Applied Biochemical Science, authored by S. Kasai, Volume 72, Issue 7 of Vitamin)
- Flavin and 5-deazaflavin, A chemical evaluation of 'modified' flavoproteins with respect to the mechanism of redox biocatalysts
- Effects of TND1128 (a 5-deazaflavin derivative), with self-redox ability, as a mitochondria activator on the mouse brain slice and its comparison with b-NMN
- The novel mitochondria activator, 10-ethyl-3-methylpyrimido[4,5-b]quinoline-2,4(3H,10H)-dione (TND1128), promotes the development of hippocampal neuronal morphology
- Design synthesis and antitumor efficacy of novel 5-deazaflavin derivatives backed by kinase screening docking and ADME studies
- The use of coenzyme factors for enhancing ATP production within cells in a patent application paper



## Main Functions of SHEN-RON

SHEN-RON is a healthcare app that supports user health management in a gamified manner by caring for a dragon. By combining elements such as supplement purchase and usage, fitness tracking, nutrition management, and sleep monitoring with NFTs and tokens, it promotes enjoyable and sustainable health habits.

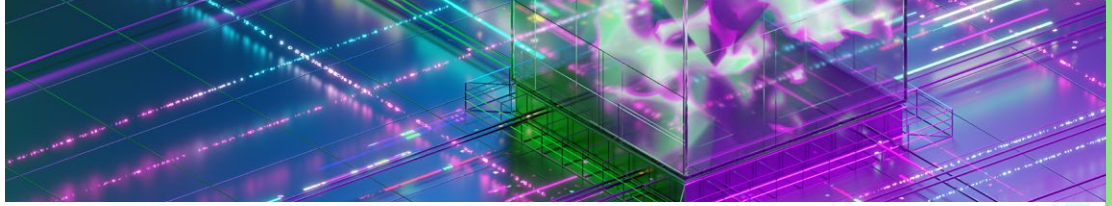
### 03-1 Main Features

When users purchase an NFT, they receive a dragon egg in the app, as well as 5-deazaflavin supplements that are shipped to their address. Users can hatch and evolve their dragon from its egg based on experience points obtained through supplement intake and recording daily activities such as exercise, sleep, and diet. Tokens are issued upon the achievement of events or with the dragon's evolution, which can then be acquired by users. The dragons evolve into various types depending on the user's lifestyle and activities, and the amount of tokens obtained by the user varies depending on their dragon. Users can play to raise more valuable dragons and also have the option to buy and sell the dragons they raise as NFTs.

### 03-2 Motivation System

To promote health activities involving social engagement beyond the scope of the individual, the SHEN-RON app regularly hosts global user-participation events. Users can take part in social missions by paying tokens as an entry fee, and upon completing the missions, the tokens pooled from entry fees are distributed among those who have achieved the mission. (The ratio for token distribution may vary depending on the dragon.) Additionally, events are in the works (some of which will be free) where items that can be used within the app, in addition to tokens, will be distributed as rewards for completed missions.





## 04-1 A Clear Connection to Reality with Defined Value Standards in the HEALTH & EARN Economic Zone

### 04-1-1 Benefits Linked to Real Advantages such as Supplement Acquisition

In previous Move To Earn setups, NFTs were primarily circulated as in-app items, resulting in a lack of clarity regarding their value. Users often aimed to recoup their initial investment in NFTs, leading to frequent selling of reward tokens and subsequent price drops.

With SHEN-RON, buying the initial Member NFT not only grants access to 5-deazaflavin supplements but also makes it easier to make purchases of them in the future. This setup reduces the motivation to solely recoup the initial investment, making it less likely for users to sell the SNRN tokens acquired within the app.

|  |   |  |
|--|---|--|
| <p><b>Benefit 1</b></p> <p>Receive a one-month supply of deazaflavin supplements!<br/>(30 tablets / Retail value: 100,000 yen)</p>  | <p><b>Benefit 2</b></p> <p>Enjoy a 30% discount on supplement purchases from the second time onwards!</p>  | <p><b>Benefit 3</b></p> <p>Earn rewards in the health app by taking the supplements!</p>  |
|--|---|--|

### 04-1-2 Token Usage Design Linked to the Motivation System

In many Move To Earn platforms, tokens are often set as rewards, which can lead to selling pressure. However, SHEN-RON tackles this issue by offering various ways for users to spend tokens, beyond just selling them. This approach helps maintain the stability of the ecosystem. One key element contributing to this is the "Mission Feature." Within the SHEN-RON app, regular global user participation events, called missions, are held. To join these missions, users need to use SNRN tokens, giving the tokens more utility. When users complete these missions in the app, the tokens they used for participation are distributed among the mission achievers, or they can get NFT items that enhance their performance in the app. Since these missions happen regularly, users are more likely to keep using the app and participating in events, which encourages consistent token spending over time.

### 04-1-3 Token Burn through NFT Purchases in Stores and Markets

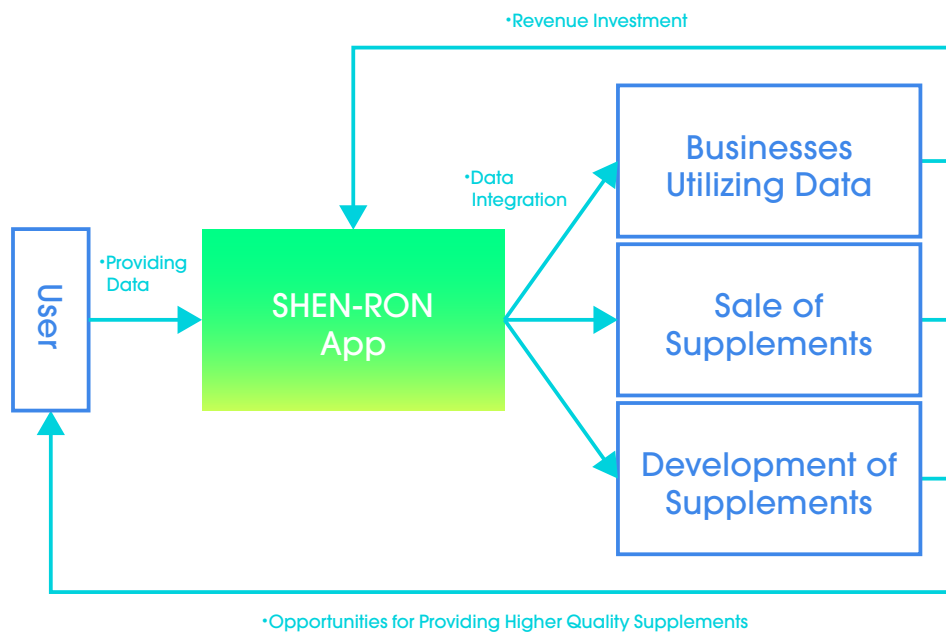
The consumption of tokens for purchasing or upgrading item NFTs is common in Move To Earn platforms. In SHEN-RON, we provide opportunities for users, including those who may find participation in missions challenging, to purchase item NFTs in our Store, thereby giving the tokens added utility. Moreover, SNRN tokens used in the Store are burned, ensuring they won't re-enter the market, thus contributing to the overall scarcity of SNRN tokens.

#### 04-1-4 Close Collaboration with Real Businesses

Many Move To Earn platforms heavily emphasize gaming, sometimes leading to unclear value standards within their self-contained economic systems. However, SHEN-RON stands out by tightly integrating with the real-world supplement industry. This connection allows users to more easily establish their own value criteria and reap its benefits.

While receiving discounts on supplement purchases is one perk, SHEN-RON's data can also be utilized for research and development, improving supplement quality. This enables users to access better supplements and supports the expansion of BtoB healthcare businesses utilizing this data. Consequently, the SHEN-RON economy benefits not just within the app but also from the broader project growth, including external factors.

These strategies are designed to deter user drop-off and enhance the attractiveness of participating in this economy.



\*By leveraging the characteristics of Web3, the anonymity of related data is ensured, thus safeguarding personal information.

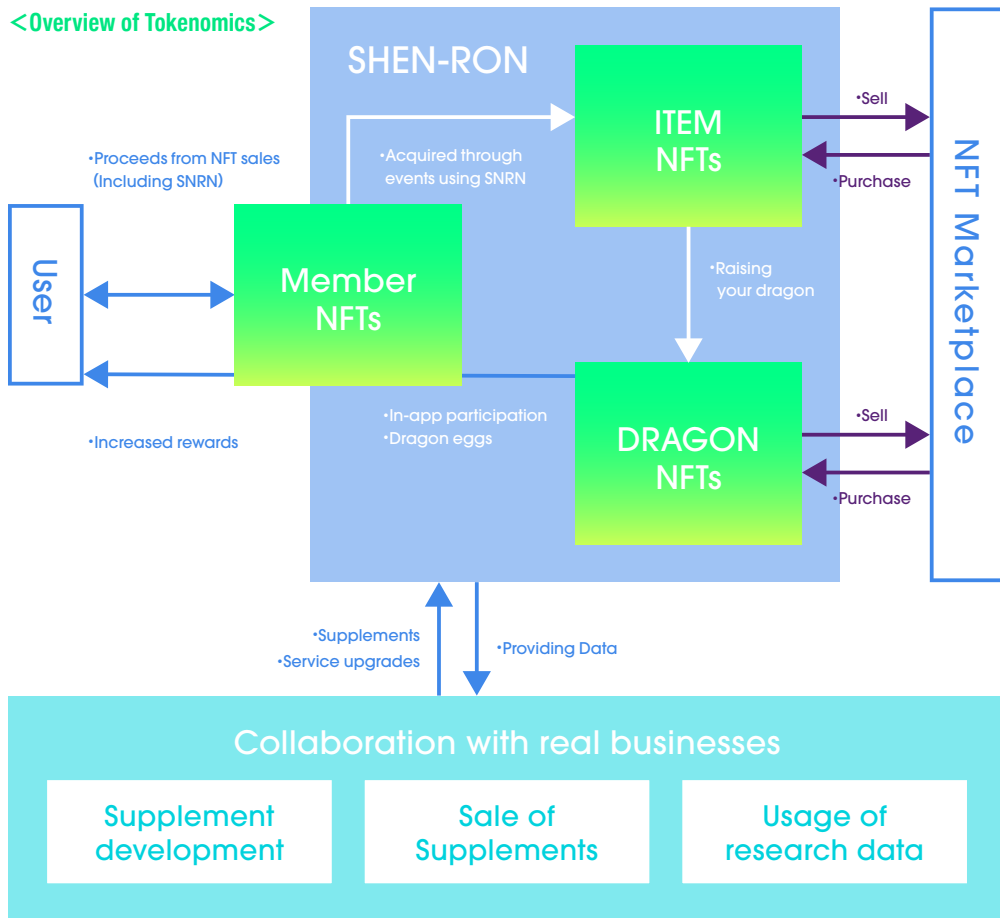
### 05-1 About the Tokens Used in the Project

The following tokens are used in the SHEN-RON economy.

|                         |                                    |                    |                  |
|-------------------------|------------------------------------|--------------------|------------------|
| <b>MEMBER NFTs</b>      | <b>SNRN Token</b>                  | <b>DRAGON NFTs</b> | <b>ITEM NFTs</b> |
| Limited Edition<br>2000 | Maximum Supply<br>1 billion tokens | Limit<br>None      | Limit<br>None    |

Purchasing Member NFTs allows you to join the SHEN-RON world, where you can record your supplement usage to earn SNRN tokens. Additionally, by using SNRN tokens in events and obtaining item NFTs, you can nurture Dragon NFTs for more efficient rewards. Dragon NFTs and item NFTs can be traded on external NFT marketplaces, allowing users to profit from their sale.

### 05-2 Overall View of the Tokenomics

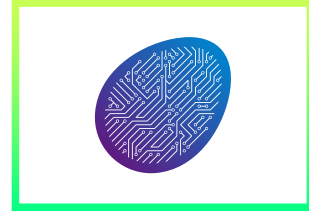


## 06-1 Overview of NFTs

In SHEN-RON, there are two main types of NFTs. Each of these NFTs can be purchased on external partnered NFT marketplaces as well as common NFT marketplaces.

### 1. Member NFTs

The Member NFT is essential for participating in the SHEN-RON world. When purchasing this NFT, you receive a 30-day supply of 5-Deazaflavin supplement, discounts on future purchases, and distribution of dragon eggs within the SHEN-RON app (for participation in the app). A limited edition of 2,000 pieces is initially issued, with additional issuance based on the status of the SHEN-RON economy thereafter.



### 2. In-App NFTs

In the SHEN-RON app, we plan to incorporate gamification to make anti-aging activities more enjoyable for users. This includes the main NFT, the Dragon NFT, and item NFTs obtained as rewards for completing missions.



#### ◆ Dragon NFTs

The Dragon NFT is what users care for within the app. As the dragon evolves, users can earn SNRN tokens, and they also have the option to buy or sell the evolved Dragon NFTs.



#### ◆ Items

These items can be used to promote dragon growth. Within the app, items are mainly obtained through missions that users can participate in using SNRN tokens.

### 3. Circulation outside the app

Dragons, items, and member NFTs obtained within the SHEN-RON app can also be traded on external NFT marketplaces. Users can profit from the sale of these assets. However, selling a member NFT will result in the loss of access rights to the app.





### 07-1 Overview of the SNRN Token

|                  |  |
|------------------|--|
| Token name       | SHEN-RON token                             |
| Symbol           | SNRN                                       |
| Supported chains | Ethereum                                   |
| Standard         | ERC20                                      |
| Tokens issued    | 1,000,000,000 (limit)                      |
| Contract address | 0x5e9Eef4353B796E0aC11121B4b6BE17264d9C9b8 |

### 07-2 Main Utilities of the SNRN Token

The SNRN token has the following utilities:

Please note that the utilities may fluctuate depending on the progress of the project.

#### 01 Reward Tokens in the SHEN-RON App

#### 02 Member NFT Settlement Tokens (Primary and Secondary Circulation)

#### 03 Various Usage within the SHEN-RON App

•Store Exchanges •Participation in Limited Missions

\*SNRN used within the shop will be burned.

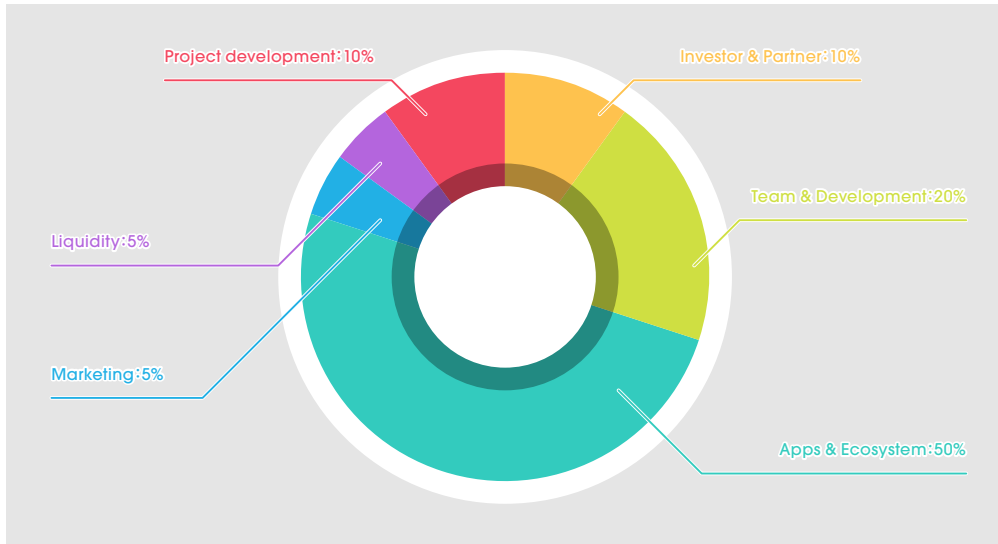
### 07-3 Project's Efforts Regarding the Price of the SNRN Token

The SNRN token is designed to prevent price drops not only through the purchase of Member NFTs and secondary market transactions but also by injecting revenue from B2B businesses utilizing data collected through the SHEN-RON app. This multifaceted approach helps prevent price drops across the entire project.

## 08-1 Details of Each Distribution

All SNRN tokens will be issued in full at the initial release and distributed according to the following allocation:

\*Each allocation may vary depending on the specific circumstances.



### 01. Investor & Partner: 10%

Distribution to investors and business partners of the SHEN-RON Project

### 02. Team & Development: 20%

Distribution to the operational and development teams of the SHEN-RON Project

### 03. Apps & Ecosystem: 50%

Used within the ecosystem, including reward distribution to players of the SHEN-RON app

### 04. Marketing: 5%

Allocated for marketing expenses of the SHEN-RON Project

### 05. Liquidity: 5%

Used to provide liquidity for SNRN tokens and other cryptocurrencies on various exchanges

### 06. Project development: 10%

Used for the sustainable development of the SHEN-RON Project

## 09-1 Main Milestones

Here are the key milestones on the SHEN-RON roadmap.

### 2022 Project kickoff

Development of the supplement "MIYABI" containing 5-deazaflavin

### May 2024 Member NFT sales begin

Sale of NFTs featuring supplement gifts, discounts, and early access to SHEN-RON Limited to 2,000

### June 2024 Scheduled for listing on CEX

Improving liquidity in the ecosystem through the listing of SNRN, which can be used via SHEN-RON.

### August 2024 Initial launch of the app service

Launch of the SHEN-RON app. Users can take and log their supplements to earn rewards.

### October 2024 Second phase launch of the SHEN-RON app

The SHEN-RON app is evolving into a more enjoyable platform for anti-aging activities. Through the implementation of item NFTs and other features, it encourages anti-aging efforts from multiple angles, transforming into an app where users can build assets in both health and wealth.

## 《 Company operating the app 》

**Name**

Base Holdings Co., Ltd.

**Location**

3-3-13 Kudanminami, Chiyoda-ku, Tokyo

**Representatives**

**Chairman** Kinichi Tateyama    **CEO** Masakuni Tateyama

**URL**

<https://base-hd.com>

## 《 Affiliated supplement company 》

**Name**

KIRAN Corporation

**Location**

1-32-10 Takadanobaba, Shinjuku-ku, Tokyo

**Business**

Manufacture and sale of health foods, medical inbound services, medical AI business, and OEM of health foods.

**Representative**

Reina Tachibana

**URL**

<https://www.kiranjapan.com/company/>