



Q2 2022

- FITFI listed on 6 exchanges including OKX, Huobi, Bybit, Gate and Crypto.com on the 1st day of token launch.

Within 2 weeks, FITFI reached over \$4.2 billion in volume.

- Step raised \$2,750,000 and we were the largest IDO on DAO Maker

- Perpetual Staking, the first of its kind.

You stake once to get access to any upcoming opportunities like lootboxes, yield, sponsored SNEAK drops and more



Q3 2022

- Usain Bolt, the world's fastest man, became our global brand ambassador

- 1,000,000+ people joined our community in anticipation of Step App's launch.

- Successfully launched Step Launch, Step Ex, Step Network, Step Scan and Step Bridge



Q4 2022

- Successfully launched our first project, PRIMAL, on Step Launch.

The IDO hard cap reached completion in 23 minutes after going live.

- Step App Conference in Tokyo, Japan kicked off the official App Launch

- Step App has users from 88 different countries

- More than 120,000 addresses on Step Network

- Over 150,000 app downloads since our official launch on December 1st, 2022



MARCH 2023

- Energy-tic campaign with Usain Bolt Promote consistent use of app

- New Step Launch listing Growth of launchpad projects



FEB 2023

- Trial SNEAK Encourage mass adoption of the app.

- Referral program 2.0 Bring greater benefits and rewards to both referrers and referees.

- 2FA Improve the security and safety of our app.

- SNEAKs for sale for KCAL Increased the utility of the in-app KCAL token.

- Enhanced Gems utility Bring more value to users.



JAN 2023

- Leaderboards Encourage user interaction and motivation.

- Referral program 1.0 Onboarding new users and growing our community



Q2 2023

- Introduction of the new earning tool

- App Design 2.0 New in-game UI/UX

- Progress motivation Streaks, achievements and custom advice to motivate users to move

- Competitions Help people build consistent healthy habits and stay motivated.

- Usain Bolt Campaign Increase global exposure for the brand in partnership with our ambassador

- In-game Avatars Increase personalization within the app

Q3-Q4 2023

- Real assets marketplace Merge the real and digital world to bring greater value and utility to our tokens and app.

- Strategically aligned partnerships Benefit our community and the growth of Step App.

- And much more to be announced soon...