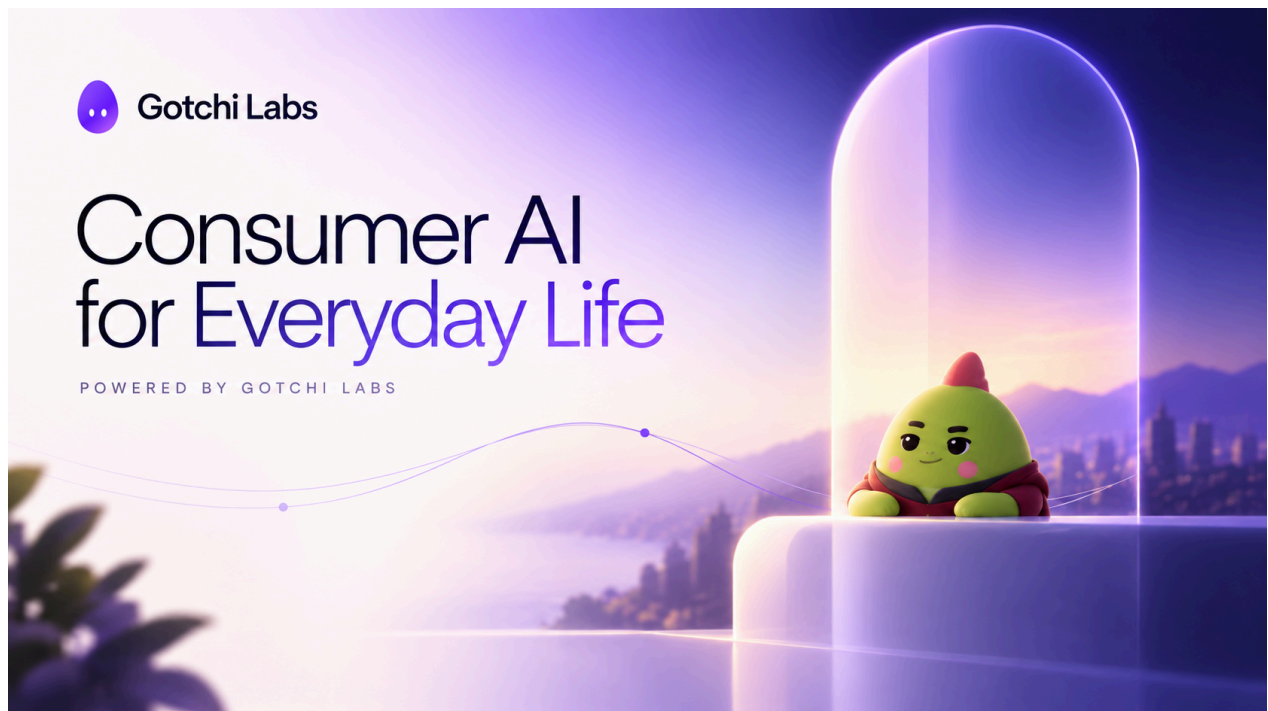


GOTCHI LABS

CONSUMER AI FOR EVERYDAY LIFE

A multi-vertical Consumer AI platform built around specialized agents, shared consumer context and optional \$CHI utility.



WHITE PAPER | SEPTEMBER 2026

Gotchi Labs LLC | www.gotchilabs.com

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DISCLAIMER

Issuer and purpose

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Product experiences may rely on permissioned user information, wearable integrations and other consumer context. Data collection, retention, access, deletion, cross-product sharing, third-party disclosures and automated actions are governed by applicable law and relevant product terms and permissions. No token ownership by itself authorizes access to another person’s data. Future commercial analytics and agentic transactions, if introduced, will be subject to separate user controls and applicable requirements.

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Acceptance, updates and amendments

By acquiring, holding, using or otherwise interacting with \$CHI, participants acknowledge the associated risks and accept responsibility for their decisions. Material amendments will be notified in advance and published with a dated change log.

1. SUMMARY

Gotchi Labs is building a multi-vertical Consumer AI platform that brings specialized AI services into everyday consumer life. Starting with Health & Wellness through Sleepagotchi, its first live and scaled product, Gotchi plans to expand progressively into Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life and, longer term, Personal Finance.

The platform is intended to connect specialized agents with relevant, permissioned consumer context and a path from AI-generated intelligence to user-directed action and commerce. \$CHI is designed to support governance, premium AI access, AI credits and payment for Gotchi services.

Established Ecosystem

Sleepagotchi is Gotchi Labs' first live and scaled Health & Wellness vertical, providing an established product, consumer base and distribution foundation for the broader Consumer AI platform.

Sleepagotchi has more than 500,000 registered users in its core app, approximately 144,000 monthly active users and 80,000 daily active users. Its LITE companion application has reached more than 2 million historical users. These figures represent separate product audiences and measurement periods.

Sleepagotchi has demonstrated commercial activity through subscriptions, in-app purchases, digital items and ecosystem or publishing partnerships. Gotchi Labs plans to build on this existing foundation to progressively introduce specialized AI agents and expand into additional consumer **verticals, including Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life and, longer term, Personal Finance.**

Consumer-AI Platform

Gotchi Labs is building a multi-vertical Consumer AI platform that brings specialized AI agents into different areas of everyday life. Its first live vertical, Health & Wellness through Sleepagotchi, provides a phone-first consumer experience, a live AI Sleep Coach and optional integrations with compatible wearable ecosystems.

The AI Wellness Coach is rolling out, while the Meal Planner and Shopping Agent are planned to extend the initial wellness experience into nutrition, personalized recommendations and commerce.

Building on Sleepagotchi, Gotchi Labs intends to progressively expand its specialized-agent model into Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life, Personal AI and, longer term, Personal Finance. These future verticals are designed to operate within a connected ecosystem, using relevant, permissioned consumer context to deliver increasingly personalized intelligence, recommendations and practical assistance across everyday life. New agents and verticals will be introduced in stages based on product readiness, consumer demand and applicable requirements.

\$CHI Token Economy

\$CHI is intended to support governance, premium AI access, AI credits, partner marketplace deposits and payment for Gotchi services. Product access and token functionality will be introduced according to confirmed readiness and applicable requirements.

Growth Strategy

Gotchi aims to build from an established wellness product into a broader Consumer AI platform with shared context, specialized agents and commercial integrations across everyday consumer categories. New product verticals will be introduced progressively as development and consumer demand support their rollout.

2. INTRODUCTION

Artificial intelligence is becoming part of how consumers seek information, organize routines and make everyday decisions. Consumer experiences nonetheless remain fragmented across applications for wellness, shopping, fitness, productivity and other practical needs. Gotchi Labs is developing a platform of specialized AI services designed around recurring consumer tasks.

Unlike a single general-purpose assistant, Gotchi is designed to connect purpose-built agents, relevant and permissioned information, consumer-facing applications and shared platform services. Its first live vertical is Sleepagotchi, which supplies existing product usage, wellness context and consumer distribution.

2.1 Established Community

Sleepagotchi developed an established consumer audience through its mobile app, the core app has more than 500,000 registered users, approximately 144,000 monthly active users and approximately 80,000 daily active users. The ecosystem retains its Dinogotchi consumer IP and visual identity. The character supports brand recognition, customization and consumer-facing digital identity across the existing product and future experiences.

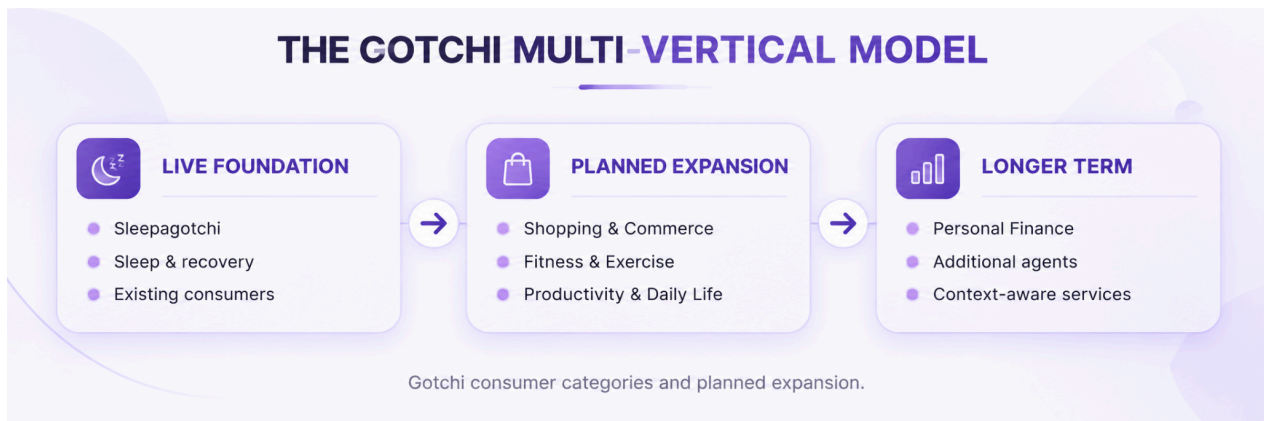


Dinogotchi consumer identity.

2.2 Ecosystem

The Gotchi ecosystem expands the initial wellness experience into a multi-vertical Consumer AI platform. Sleepagotchi remains the first live vertical, while Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life and longer-term Personal Finance are proposed expansion categories.

The layered architecture connects consumer applications, specialized agents, permissioned context, platform services and optional \$CHI utility. The intended development strategy is to introduce new consumer categories step by step and test their value with the existing audience before wider scaling.



3. WELLNESS — THE FIRST LIVE CONSUMER AI VERTICAL

Health & Wellness is Gotchi Labs' first live and scaled Consumer AI vertical through Sleepagotchi. Combining AI-powered sleep intelligence, recovery, activity tracking, wearable integrations, gamification and rewards, Sleepagotchi provides an established product, consumer base and distribution foundation for the broader Gotchi ecosystem.

The wellness vertical serves as Gotchi's initial entry point into Consumer AI, demonstrating how specialized AI agents can turn personal data into relevant insights, personalized recommendations and practical actions. Building on its live AI Sleep Coach, Gotchi plans to progressively introduce additional agents across wellness, nutrition and shopping.

Sleepagotchi is the starting point of Gotchi Labs' broader multi-vertical Consumer AI strategy. The platform is designed to expand into Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life, Personal AI and, longer term, Personal Finance, using its existing consumer foundation to introduce specialized AI services across additional areas of everyday life.

3.1 Market Opportunity

Gotchi Labs is building a multi-vertical Consumer AI platform designed to bring specialized AI agents into different areas of everyday life. The platform starts with Health & Wellness through Sleepagotchi, its first live and scaled vertical, and is designed to progressively expand into Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life, Personal AI and, longer term, Personal Finance.

The broader Consumer AI market represents Gotchi's long-term opportunity. Artificial intelligence is increasingly becoming part of how consumers manage their health, shop, exercise, organize their routines, access services and make everyday decisions.

Menlo Ventures estimates that approximately 2 billion people used Consumer AI in 2026, with annual consumer spending on AI increasing from approximately \$12 billion to \$40 billion. Its research also indicates that consumers increasingly use specialized AI applications alongside general-purpose assistants, demonstrating demand for AI products built around specific consumer needs.

[[1] Menlo Ventures, *2026: The State of Consumer AI*, September 16, 2026.:
<https://menlovc.com/perspective/2026-the-state-of-consumer-ai/>]

Gotchi Labs is positioned within this shift, building specialized, context-aware AI agents that can support recurring consumer activities while progressively connecting relevant information, personalized recommendations and practical actions across different products.

Health & Wellness provides Gotchi's first established market entry point through Sleepagotchi. The product combines phone-first sleep tracking, a live AI Sleep Coach, personalized wellness intelligence, gamification, rewards and optional integrations with supported wearables.

Precedence Research estimates the global health and wellness market at approximately \$5.02 trillion in 2026, with a projected value of \$7.76 trillion by 2035. This represents the broader wellness economy, including categories beyond Sleepagotchi's current product scope.

Beyond wellness, Gotchi's planned expansion addresses several additional consumer markets:

- Shopping & Commerce: AI-powered product discovery, personalized recommendations, shopping assistance and agentic commerce.
- Fitness & Exercise: Personalized training, activity guidance, performance monitoring and recovery intelligence.
- Productivity & Daily Life: AI-powered planning, task management, personal organization and everyday assistance.
- Personal AI: Context-aware assistance across supported consumer applications, using relevant, permissioned information to provide increasingly personalized recommendations and practical support.
- Personal Finance: A longer-term expansion opportunity involving budgeting, spending insights and personal financial organization, subject to product development and applicable regulatory requirements.

AI-mediated commerce represents an additional commercial opportunity as specialized agents increasingly connect consumer needs with relevant products, services, merchants and commercial partners.

Gotchi's strategy is to enter the broader Consumer AI market through an established product rather than launching every vertical simultaneously.

Sleepagotchi provides the first live Health & Wellness vertical, with more than 500K registered users, a live AI Sleep Coach and existing consumer distribution.

This foundation allows Gotchi Labs to progressively introduce additional specialized AI agents and consumer applications to an existing audience, validating demand, engagement and commercial opportunities before expanding into new categories.

The long-term market opportunity is to develop a connected Consumer AI ecosystem that brings together specialized agents, permissioned consumer context, engagement, rewards and commerce across multiple areas of everyday life.

3.2 Sector Analysis

Gotchi Labs operates across Consumer AI, specialized applications, commerce, health intelligence, consumer IP and Web3. Sleepagotchi is its first live Health & Wellness vertical, providing an established foundation for expansion into other everyday consumer categories.

Consumer AI — Venice AI, ChatGPT and Gemini: These platforms demonstrate demand for AI across everyday life. Gotchi focuses on specialized, context-aware agents built around specific consumer needs.

AI-Native Consumer Apps — Duolingo and Character.AI: These applications demonstrate the role of personalization, gamification and recurring engagement. Gotchi combines specialized AI with rewards, progression and Dinogotchi consumer IP.

AI-Powered Commerce — Amazon Alexa for Shopping: Gotchi's planned Shopping Agent aims to connect consumer context with personalized product discovery, recommendations and commerce.

Health Intelligence — Oura and WHOOP: Sleepagotchi provides AI-powered wellness intelligence and optional wearable integrations without requiring proprietary hardware.

Consumer AI & Web3 — Venice AI: Venice combines consumer AI with tokenized access and inference through VVV. Gotchi's \$CHI is designed to support AI access, rewards, staking benefits, partner participation and commerce across multiple consumer verticals.

Overall, Gotchi Labs is building a connected Consumer AI ecosystem that combines specialized agents, consumer context, engagement, IP and commerce, starting with Sleepagotchi and progressively expanding into everyday life.

Gotchi's Platform Positioning

Gotchi Labs is developing a multi-vertical Consumer AI ecosystem that combines capabilities currently offered across different consumer product categories.

Its differentiation is based on the combination of existing consumer distribution, specialized AI agents, relevant permissioned consumer context, gamification, consumer IP and a planned path toward AI-mediated commerce. Company revenue is not shared with \$CHI holders or used for buybacks.

Sleepagotchi provides the first live Health & Wellness vertical and an established consumer foundation. Future specialized agents and consumer applications are intended to expand the platform into shopping, fitness, productivity, personal assistance and other everyday activities.

Dinogotchi provides the consumer IP and engagement layer, while \$CHI is designed to support governance, premium AI access, AI credits and payment for Gotchi services.

The long-term objective is to build a connected Consumer AI platform where specialized agents help consumers understand their needs, make informed decisions and take meaningful actions across different areas of everyday life.

3.3 Market Trends

Consumer AI is evolving from general-purpose assistants toward specialized, context-aware agents that support everyday activities. Key trends include growing demand for personalized AI, connected consumer experiences, device-agnostic applications and AI-powered commerce.

Gotchi Labs is building within this shift, starting with Sleepagotchi as its first live Health & Wellness vertical and progressively expanding into Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life, Personal AI and, longer term, Personal Finance.

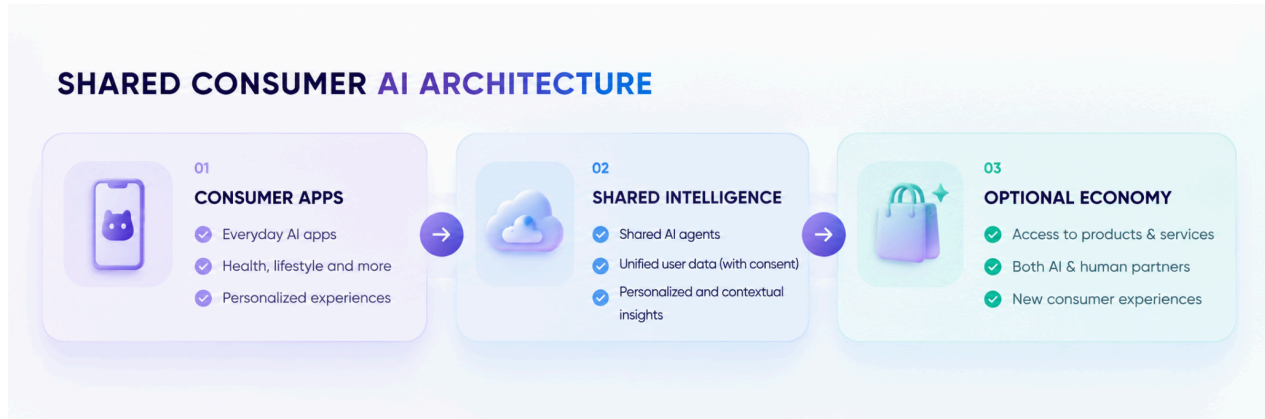
The platform is designed to connect specialized agents through relevant, permissioned consumer context, enabling increasingly personalized recommendations and practical actions across everyday life.

From intelligence to action and commerce, Gotchi aims to connect consumer needs with relevant products, services and commercial partners.

Future cross-product functionality remains subject to development, user consent and applicable data-protection requirements. AI-generated guidance is not a substitute for professional medical or financial advice

4. PLATFORM

The Gotchi platform is intended to support consumer-facing applications through shared AI services, permissioned consumer context, partner integrations and optional Web3 infrastructure. Sleepagotchi is the first live application; additional consumer categories are development objectives rather than currently available products.



Gotchi Consumer AI infrastructure.

4.1 Platform Features

Gotchi is developing a multi-vertical Consumer AI platform that brings specialized AI agents into different areas of everyday consumer life. The platform begins with Health & Wellness through Sleepagotchi, its first live consumer product, and is designed to progressively expand into Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life and, longer term, Personal Finance.

Sleepagotchi provides the foundation for Gotchi's Consumer AI ecosystem through six core experience areas: Health Tools, AI Coach, Market, Community, Consumer Identity & Digital Collectibles, and Insights. Available services are complemented by functions under development, with additional specialized AI experiences planned for future Gotchi products.

Gotchi's broader platform architecture is designed to connect specialized AI agents, relevant and permissioned consumer context, accessible applications, and commercial services across multiple consumer categories. Each vertical will address specific consumer needs while benefiting from shared intelligence, engagement, rewards, and platform infrastructure.

Gotchi's planned consumer verticals include:

- **Health & Wellness:** AI-powered sleep coaching, wellness guidance, nutrition, recovery and personalized lifestyle insights through Sleepagotchi.
- **Shopping & Commerce:** Specialized AI agents supporting product discovery, personalized recommendations, comparison of relevant offerings and future AI-mediated commerce.
- **Fitness & Exercise:** AI-powered activity guidance, personalized fitness routines, progress monitoring and recovery-related insights.
- **Productivity & Daily Life:** Specialized AI services supporting everyday planning, personal organization, task management, routines and daily decision-making.
- **Personal Finance:** Longer-term AI-powered consumer experiences supporting financial information, budgeting, spending insights and personal financial organization, subject to applicable regulatory requirements.

The platform will introduce new verticals progressively, building on Sleepagotchi's existing consumer base and using shared AI infrastructure to create increasingly connected experiences across everyday life.

4.1.1 Health Tools

Sleepagotchi provides a phone-first foundation for sleep and wellness tracking. Its evolving Health Tools experience covers sleep, recovery and activity, with additional modules planned for nutrition, meditation, habit tracking and educational information. These are wellness tools, not medical devices. The availability of individual modules and AI functionality may vary by product version.

Consumers may connect compatible wearables to bring supported sleep, recovery and activity information into their wellness experience. The ecosystem includes integrations with supported devices and services such as Apple Watch, Fitbit, Oura, WHOOP, CUDIS and Pulse, with available data types varying by integration.

Sleepagotchi's Health Tools provide the initial foundation for Gotchi's broader Consumer AI platform. As additional verticals are introduced, the platform intends to extend its contextual intelligence and personalized guidance into fitness, productivity and other everyday consumer activities.



Sleepagotchi wellness insights.

4.1.2 AI Coach

The AI Coach is Sleepagotchi's consumer-facing intelligence experience. Its live AI Sleep Coach provides personalized questions and answers, sleep and recovery insights, and contextual recommendations. The AI Wellness Coach is rolling out, while the Meal Planner and Shopping Agent are planned as additional specialized AI experiences.

Agent	Development status	Intended consumer use
 AI Sleep Coach Better sleep, better you	● Live	Questions, answers, sleep and recovery insights and recommendations.
 AI Wellness Coach Holistic health, every day	● Rolling out	Context across mood, activity, recovery and daily routines.
 AI Meal Planner Smarter nutrition, healthier choices	● Planned	Nutrition-related information and meal planning.
 AI Shopping Agent Discover what's right for you	● Planned	Relevant product and service discovery, subject to commerce integrations.

Specialized AI agents across sleep, wellness, nutrition and commerce.

Gotchi's longer-term architecture aims to support specialized agents across its broader Consumer AI ecosystem. Each agent is designed around specific consumer needs, with relevant contextual information shared across supported experiences subject to user permissions, compatible integrations and appropriate safeguards.

Future specialized AI experiences are planned across additional consumer categories, including:

- AI Fitness Coach: Personalized fitness guidance, exercise routines, activity insights and progress monitoring.
- AI Shopping Agent: Personalized product and service discovery, relevant recommendations and future commerce integrations.
- AI Productivity Assistant: Daily planning, task organization, schedule management and support for everyday routines.
- AI Daily Life Assistant: Contextual assistance with everyday consumer activities, personal organization and relevant services.
- AI Personal Finance Assistant: Longer-term support for budgeting, spending insights and personal financial organization, subject to product development and applicable regulatory requirements.

Gotchi aims to connect these specialized AI experiences through shared platform infrastructure, enabling relevant consumer context to support increasingly personalized intelligence and actions across everyday life.

4.1.3 Market

The planned Market is intended to connect consumers with relevant third-party goods, digital services and commercial providers. Initial Sleepagotchi categories may include educational content, coaching, meditation, fitness services and wellness products.

As Gotchi expands beyond Health & Wellness, the Market is designed to support a broader range of consumer products and services across Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life and other future verticals. The planned Shopping Agent may help consumers discover and compare relevant offerings based on permitted context. Future AI-mediated commerce would require supported commercial integrations and user authorization before any transaction is initiated.

Across the broader Gotchi ecosystem, specialized AI agents are intended to connect consumer intelligence with relevant commercial opportunities, helping users move from personalized recommendations to product discovery and practical actions.

Commercial opportunities include premium subscriptions, AI credits, partner promotional services, affiliate arrangements and marketplace-related fees. The commercial model will develop alongside the rollout of supported services and partner integrations.

4.1.4 Community

Community features provide product announcements, educational content, user feedback and eligible participation initiatives. Gotchi intends to extend these services across supported consumer products while retaining Sleepagotchi's existing audience and communication channels. As additional Consumer AI verticals are introduced, community services may support cross-product participation, consumer education, product feedback and relevant engagement initiatives across the broader Gotchi ecosystem.

Staked \$CHI holders may vote on the matters set out in Section 5.4 Governance. Voting confers no corporate control, profit rights or access to personal data.

Any token distribution associated with community participation must follow published, non-discretionary eligibility requirements and applicable local restrictions. Availability and eligibility are subject to program terms and jurisdictional restrictions.

4.1.5 Consumer Identity & Digital Collectibles

Dinogotchi is Gotchi's established visual identity and consumer IP. Subject to product availability, consumers may be able to use a customizable profile or digital companion and access eligible identity-related features and digital accessories. These experiences are described as consumer branding and optional digital services.

Gotchi intends to extend its consumer identity and digital companion experiences across additional Consumer AI verticals, creating a consistent identity for users engaging with supported products and services.

As the ecosystem expands, eligible profile features, digital accessories and identity-related services may be made available across multiple Gotchi applications, subject to product compatibility and published terms.

Existing Dinogotchi NFTs are unique, limited-series collectibles not used for payment. Any future access benefits, premium features, transfers or third-party compatibility will depend on the applicable product design and legal requirements. No benefit, monetary reward, guaranteed value or transferability is promised by NFT ownership.



Dinogotchi consumer identity and digital collectibles.

4.1.6 Insights

Sleepagotchi Insights is intended to present available sleep, recovery, activity and other wellness information in clear summaries and trends. AI-powered explanations may help users recognize patterns and explore general lifestyle recommendations, but are not diagnostic conclusions.

Gotchi's broader Consumer AI platform is designed to progressively extend personalized insights across additional everyday consumer categories. Future specialized AI experiences may provide relevant information and recommendations across shopping, fitness, productivity, daily routines and personal financial organization.

The platform's proposed shared consumer-context layer is intended to connect relevant information across supported products, allowing specialized agents to deliver increasingly personalized experiences while maintaining appropriate user controls.

Cross-product data use requires separate consent, and health data is treated as sensitive under applicable law. \$CHI confers no data rights.

Through this multi-vertical approach, Gotchi aims to connect consumer intelligence, personalized recommendations and meaningful actions across different areas of everyday life, building a unified Consumer AI experience that expands progressively beyond Health & Wellness.

4.2 Hybrid Infrastructure

Gotchi's architecture combines conventional applications, AI services, data and partner integrations, and optional blockchain features. Its principal consumer products are intended to remain accessible without requiring wallets, tokens or digital collectibles.

4.2.1 Layered Architecture

Application layer: mobile, web and partner-integrated access, beginning with Sleepagotchi. AI services layer: specialized agents and product-specific intelligence. Consumer context: relevant, permissioned information with access controls. Integration layer: supported device, data, payment and service-provider interfaces. Optional token layer: wallet connectivity and eligible \$CHI functionality.

Solana is the intended blockchain network for \$CHI. Compatible wallets and the token program are intended to support optional on-chain functionality, including eligible token access and participation features. Technical controls, contract details, integration specifications and audit disclosures will be provided through the applicable launch documentation.

4.2.2 Web2 & Web3 Operations

Users may access ordinary consumer functionality through familiar sign-in and payment methods. In-app points and participation records have no monetary value and cannot be converted into \$CHI. Any \$CHI airdrop follows published eligibility criteria that are not based on gameplay or sleep and activity tracking, and Korean residents are excluded from app-linked distributions.

Eligible Web3 users may connect compatible wallets to use optional \$CHI features. The Issuer does not sell \$CHI for fiat or provide custody.

5. TOKEN

\$CHI, Its intended uses include governance, staking-based access, AI credits, Gotchi service payments and provider deposits. The token does not represent equity, a profit claim or a guaranteed right to financial return.

5.1 Token Utility

The token model distinguishes optional utility for consumers from optional infrastructure and commercial utility for approved providers. Each function depends on its launch status, eligibility, technical design and applicable terms. The utility described here is not evidence that all functions are already available.



\$CHI utility across consumer access, partner services and ecosystem participation.

5.1.1 Transactions

Subscription Discounts

Users may pay in \$CHI to access eligible discounted subscription terms or supported premium AI services, where implemented. Fiat options will remain available for consumers who do not wish to use cryptocurrency. Pricing and eligibility will be published within the applicable product.

AI Agent Credits

Eligible users may use \$CHI for additional AI credits or specified premium agent interactions beyond a subscription allowance, subject to availability and product-controlled conversion terms. Credits are a right to use designated functionality, not a claim on company revenue.

Market Payments

\$CHI may be accepted for Gotchi's own services only. The Issuer does not process or hold \$CHI for third parties.

Digital Identity & Service Access

\$CHI may support optional digital identity features, customization, access to digital services or premium content where implemented. Use is subject to applicable product terms and regional availability.

Eligible Ecosystem Rewards

\$CHI may be distributed for community contributions under published conditions. It cannot be earned through gameplay or sleep and activity tracking. Korean residents are excluded from app-linked rewards.

5.1.2 Staking

Staking grants governance voting and access tiers only. It generates no yield or financial return.

Staked User Levels

Eligible users may stake \$CHI to unlock account tiers with in-product benefits, such as higher AI allowances, premium dashboards, subscription discounts and governance voting. Tier thresholds and benefits are published in the product. Benefits are usable only within Gotchi services and are not transferable, redeemable for cash or paid in \$CHI. Staking uses an audited, non-custodial Solana program: users keep ownership of staked tokens, which the Issuer cannot move, lend or re-stake. Users may unstake at any time.

Subscription & Membership Enhancements

Supported subscription products may offer additional features or pricing benefits for eligible stakers. Each benefit will depend on the product and staking program actually launched.

Fiat Buy & Stake Integration

The Issuer does not sell \$CHI for fiat or provide custody.

5.1.3 B2B Infrastructure

Partner-related utility is intended to support approved providers that offer products or services within eligible Gotchi marketplace experiences. This model can apply beyond wellness as additional consumer categories become available.

Partner Listing Bond

Approved providers may stake \$CHI as a Partner Listing Bond to list eligible goods or services within supported Gotchi marketplace experiences. The bond is a provider-side platform participation mechanism, not a bond for cryptocurrency exchange listings. The required amount, lock duration, return conditions and provider standards must be set out in applicable program terms.

Partner Promotion & Campaign Access

Approved partners may use \$CHI for permitted promotional placements, commercial campaigns or other supported provider services. Any consumer participation component must comply with the published terms, applicable consent requirements and local restrictions. Staked, potentially returnable bonds are not automatically counted as company revenue.

5.2 Token Economy

The maximum supply of \$CHI is 1,000,000,000 tokens. The initial circulating supply, token allocations and vesting schedule will be available at the public tokenomics link, which forms part of this disclosure.

Investor allocations, per-round token prices and vesting terms will be available at the public tokenomics link.

The airdrop allocation and its distribution schedule will be available at the public tokenomics link. No airdrop requires buying or trading \$CHI, and all distributions come from allocations disclosed at that link.

The full allocation and unlock schedule will be set out in the Publicly released Tokenomics, which forms part of this disclosure and will be kept consistent with it. Circulating supply includes all unlocked tokens, whether or not transferred. Any schedule changes will be disclosed to the public in advance.

5.3 Economics

The token economy links optional \$CHI utility to eligible product usage and approved provider participation. Intended use cases include premium AI access, additional agent credits, supported marketplace functionality, provider listing bonds and commercial services. Staking commitments, spendable payments and distributed participation rewards operate through distinct mechanisms with their own published terms.

The initial circulating supply, token allocations and vesting schedule will be available at a public tokenomics link, which forms part of this disclosure. The Issuer does not set or forecast the price of \$CHI.

Token distribution: Public tokenomics block will be released.

5.4 Governance

Staked \$CHI holders vote on marketplace standards, partner criteria, community programs, feature priorities and ecosystem grants. Excluded: corporate matters, revenue, distributions, buybacks and personal data. One staked \$CHI equals one vote. The proposal threshold is 0.1% of circulating supply, quorum is 4%, approval is more than 50%, voting lasts 7 days and there is a 48-hour timelock. Unvested tokens cannot vote, and any Issuer veto is disclosed with reasons.

[note: percentages and timeframes are set at industry-standard levels; Gotchi Labs may adjust them as appropriate.]

6. COMPANY

Gotchi Labs develops the multi-vertical Consumer AI ecosystem from the existing Sleepagotchi product foundation. Sleepagotchi, Inc. is the operating entity, while Gotchi Labs LLC, incorporated in the British Virgin Islands, is the issuer of the proposed \$CHI token.

6.1 Team & Partners

The Gotchi ecosystem is supported by an international team spanning consumer product development, engineering, artificial intelligence, Web3 infrastructure, marketing and business strategy. The team combines existing Sleepagotchi product knowledge with capabilities intended to support additional specialized Consumer AI services.

Gotchi's distribution and ecosystem relationships include Jambo, Solana Seeker, Brave, Soneium, STEPn, BONK, Pixels, OKX and Gate.io, among others. These relationships cover different activities, including distribution, technology, consumer engagement and ecosystem participation, and do not in themselves constitute an endorsement of \$CHI.

Distribution reach includes approximately 500,000 Jambo phone preinstallations and more than 28,500 Solana Seeker installs. These distribution measures are separate from registered-user and active-user metrics.



Selected distribution, technology and ecosystem relationships.

6.2 Road Map

Gotchi's development plan begins with the established Sleepagotchi product and its live AI Sleep Coach, followed by staged \$CHI utility, additional specialized agents and the expansion of Consumer AI services into new everyday categories. Milestones and release dates are development targets subject to product readiness and applicable requirements.

Phase	Indicative timing	Milestone / scope
Project foundation	2024-2025	Initial Sleepagotchi concept, mobile product and LITE consumer audience.
Sleepagotchi AI foundation	2026	Live Sleep Coach, ongoing wellness experience and supported wearable integrations.
Token and platform preparations	Q4 2026, planned	Planned \$CHI launch and staged eligible utility; phased rollout of eligible utility.
Additional wellness agents	2026-2027, planned	Progressive AI Wellness Coach rollout; Meal Planner in development.
Market and Shopping Agent	2027, planned	Product/service discovery, approved provider integrations and initial commerce services.
Additional Consumer AI verticals	2027 onward, planned	Shopping & Commerce, Fitness & Exercise and Productivity & Daily Life introduced progressively.
Broader ecosystem scale	2028 onward, longer-term	Expanded agent interoperability, partner services and possible longer-term categories subject to product development.

The \$CHI token generation event is targeted for Q4 2026, subject to technical and operational readiness. Additional wellness agents, Shopping & Commerce functionality and subsequent Consumer AI verticals are planned to follow through later development phases.

7. CONCLUSION

Gotchi Labs is developing a multi-vertical Consumer AI platform built on Sleepagotchi, its first live Health & Wellness product. Its strategy is to combine specialized AI agents, relevant and permissioned consumer context, accessible applications, and an expanding network of commercial integrations to bring personalized intelligence and useful actions into everyday consumer life.

Sleepagotchi provides an established consumer base, live AI coaching, and a product foundation for expanding into additional consumer categories. Building on this foundation, Gotchi Labs plans to progressively introduce specialized AI agents across Shopping & Commerce, Fitness & Exercise, Productivity & Daily Life, and, longer term, Personal Finance. These verticals are designed to operate within a connected ecosystem, allowing consumers to access personalized AI services across multiple areas of their daily lives.

The Gotchi ecosystem is designed to make its core consumer experiences accessible without requiring cryptocurrency, digital collectibles, or specialized hardware. \$CHI is designed to support governance, premium AI access, AI credits and payment for Gotchi services.

Gotchi Labs' long-term vision is to build a connected Consumer AI ecosystem where specialized agents help users understand their needs, make informed decisions, take meaningful actions, and discover relevant products and services. By combining existing consumer distribution, shared intelligence, personalized experiences, and an expanding network of commercial partners, Gotchi aims to connect intelligence, action, rewards, and commerce across everyday life.