attenhunt

A revenue-driven attention economy protocol backed by reserve assets and participated in by users for value distribution

Turning Attention into Assets

White paper · Version 1.0 · 2026

Preface

ATTENHUNT is an attention economy protocol built on real revenue, supported by reserve assets, and oriented toward long-term user incentives.

In the traditional internet model, users contribute time, attention, and behavioral value, yet platform revenues are often captured by a small number of centralized entities. ATTENHUNT aims to reshape this structure: by capturing user attention through products, generating real revenue through advertising and commercial activities, allocating a portion of that revenue into high-quality reserve assets, and redistributing long-term value to ecosystem participants via AHUNT.

The core of ATTENHUNT is not simply the issuance of Tokens, but the establishment of a more complete value system:

1. User behavior generates revenue
2. Revenue is converted into reserve assets
3. Reserves strengthen the ecosystem’s value foundation
4. Users receive AHUNT allocations based on contribution
5. When AHUNT is significantly undervalued by the market, the protocol may execute Buyback according to predefined rules

ATTENHUNT aims to build not a short-term speculative model, but a value network driven by real commercial cash flow, supported by high-quality asset accumulation, and maintained through long-term capital allocation principles.

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01.Introduction

In today’s internet landscape, user attention has become one of the most critical resources.

Across short videos, games, content platforms, and information feeds, users continuously contribute browsing, interaction, dwell time, and consumption behaviors. These activities are monetized into advertising revenue, transaction commissions, brand exposure, and data value, yet these long-term gains rarely flow back to users.

The goal of ATTENHUNT is to reconstruct this value distribution relationship.

We aim to establish a new system in which user attention is no longer merely fuel for platform growth, but becomes the foundation for participation in value distribution. ATTENHUNT captures attention through its product ecosystem, generates real revenue via advertising and commercial activity, allocates a meaningful portion of that revenue into reserve assets, and distributes long-term value to participants through AHUNT.

ATTENHUNT is not a “token-first, use-case-later” project.

Its underlying logic is:

User attention first generates real revenue; real revenue is then accumulated into reserves and distribution capacity, ultimately forming a sustainable long-term value network.

02.Industry Background and Market Opportunity

The global digital advertising market is already a large-scale and continuously growing mature market. Billions of ad impressions, clicks, and interactions occur daily, all driven by real user attention and time.

The attention economy is not a new concept. What has changed is that as internet platforms grow stronger, the asymmetry between user-generated value and platform-captured revenue becomes increasingly pronounced.

The current model presents three core issues:

1. Users create value but cannot share long-term returns

Users contribute engagement, ad inventory, dwell time, and distribution behavior, yet do not receive corresponding long-term asset returns.

2. Platform revenue is highly concentrated

In traditional Web2 systems, commercial gains primarily accrue to platforms and shareholders, rather than users and ecosystem participants.

3. Most Web3 projects lack real revenue foundations

Many projects rely on Token incentives to drive growth, but without real cash flow support, such incentives are often unsustainable and long-term value capture weakens.

The opportunity ATTENHUNT identifies is not to reinvent the attention economy, but to:

Introduce a long-term value system on top of an already mature attention-based business model—one that is revenue-driven in distribution, supported by reserve assets, and stabilized through

Buyback during undervaluation.

03.Core Solution of ATTENHUNT

ATTENHUNT does not propose a single product solution, but rather a comprehensive value organization framework. Its core structure can be summarized as:

Attention Mining + Revenue-Driven Model + Asset Reserves + Undervaluation Buyback

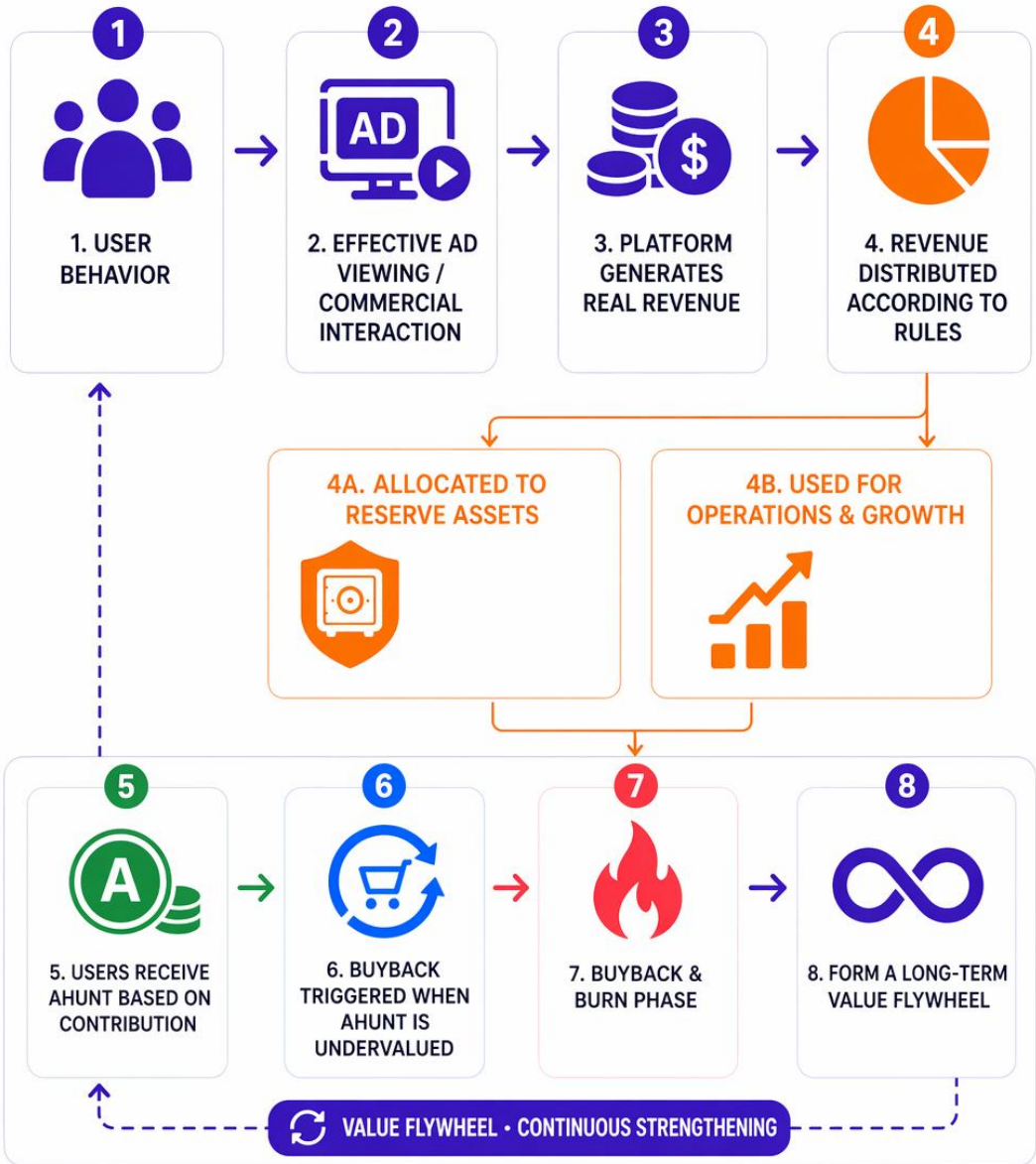
Specifically:

1. Capture user attention through products
2. Generate real revenue through advertising and commercial activities
3. Accumulate long-term value through reserve assets
4. Use AHUNT to facilitate user distribution and ecosystem growth
5. Execute rational Buyback when significantly undervalued

The key of ATTENHUNT is not “how much reward is distributed,” but:

How short-term user behavior can be transformed into long-term accumulative value.

ATTENHUNT CORE SOLUTION FLOW DIAGRAM



CORE SUPPORT SYSTEM

04.Product System and User Path

4.1 Product System

The first entry product of ATTENHUNT is OREHUNT.

OREHUNT is a lightweight casual game designed for mass users, serving three core roles within the ATTENHUNT ecosystem:

- User entry point
- Revenue engine
- Starting point for incentive distribution

The advantage of OREHUNT lies in its low barrier to entry, high intuitiveness, and strong compatibility with advertising monetization. Users can enter the ATTENHUNT ecosystem without complex learning costs and participate in contribution and distribution through simple and clear behavioral paths.

OREHUNT is not the entirety of ATTENHUNT, but rather the first validated scenario within its value network. In the future, the ecosystem can expand to include more casual games, content interaction scenarios, e-commerce guidance businesses, and other product matrices capable of effectively capturing user attention and commercial behavior.

Therefore, the essence of ATTENHUNT is not a single product, but:

A protocol-based ecosystem built around attention capture, revenue generation, reserve accumulation, and value distribution.

4.2 User Path and Behavioral Logic

At the current stage of ATTENHUNT, the user participation path can be summarized as:

ATTENHUNT USER JOURNEY

1

ENTER OREHUNT

2

PARTICIPATE IN GAMES & TASKS

3

COMPLETE EFFECTIVE AD INTERACTION

4

EARN ORE POINTS

5

WEEKLY AHUNT DISTRIBUTION

6

SHARE ECOSYSTEM LONG-TERM VALUE

VALUE LOOP • CONTINUOUS GROWTH

USER CONTRIBUTION IS THE FOUNDATION

REAL PARTICIPATION REAL RECORD

FAIR DISTRIBUTION TRANSPARENT & AUDITABLE

VALUE SHARING LONG-TERM WIN-WIN

This design serves several core purposes:

First, lowering the entry barrier

Users enter through simple product interactions rather than first needing to understand complex Tokenomics.

Second, establishing verifiable contribution records

User contributions are not subjectively judged, but are quantitatively recorded through behavioral point systems such as ORE.

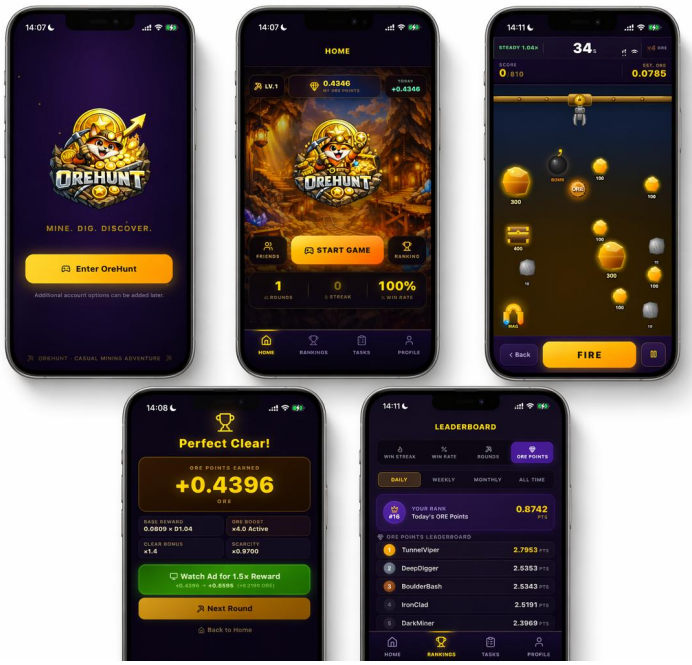
Third, linking revenue and distribution with transparency

Users clearly understand that AHUNT distribution is not generated arbitrarily, but is based on real revenue.

ATTENHUNT aims to establish a more natural form of value education:

Users first engage with the product, then understand the distribution logic, and gradually build awareness of the long-term value network.

4.3 OREHUNT Product Interface Display



05.Dual-Asset Structure: ORE and AHUNT

To balance product experience, compliance expression, and long-term value capture, ATTENHUNT adopts a dual-asset structure.

5.1 ORE: In-Product Behavioral Points

ORE is a contribution point within the product used to record users' effective behaviors within the ecosystem, including but not limited to:

· Game performance

· Task completion

· Ad interactions

· Active participation

· Community or referral contributions

The core function of ORE is not price support, but contribution measurement.

It answers the question:

Who contributes more real behavior and revenue to the ecosystem.

5.2 AHUNT: Ecosystem Value Carrier

- AHUNT is the core value carrier within the ATTENHUNT ecosystem, responsible for long-term value capture, incentive distribution, and future governance capabilities.

The roles of AHUNT include:

· Long-term user incentive allocation

· Unit of ecosystem value distribution

· Potential governance foundation

· Core object of the Buyback mechanism

5.3 Relationship Between the Two

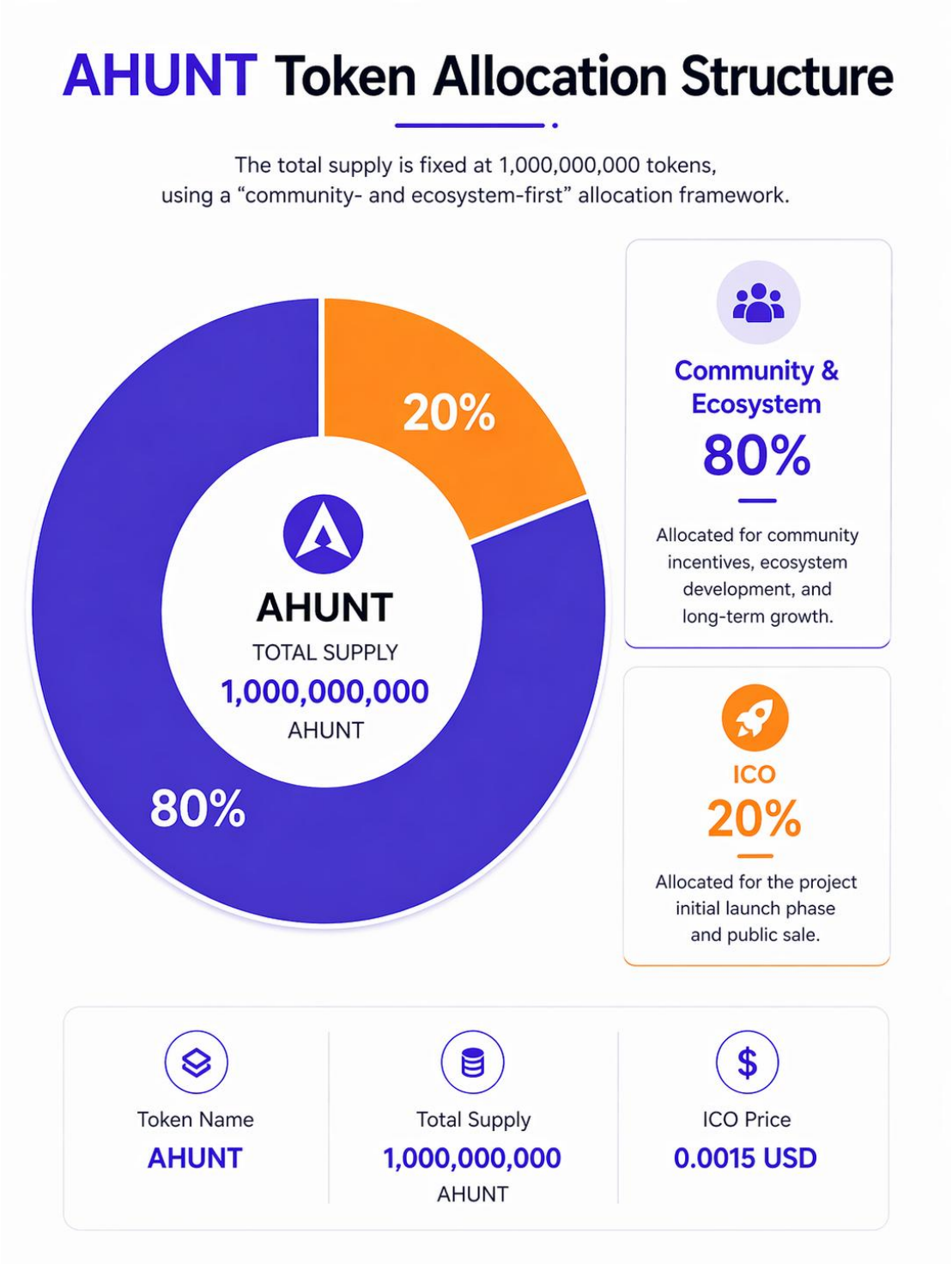
The hierarchical logic of ATTENHUNT is clear:

ORE determines distribution weight, while AHUNT captures long-term value.

This design separates the in-product growth system from the ecosystem capital system, enabling a more direct user experience and a clearer value logic.。

06. Tokenomics

6.1 Token Model



The Token model of ATTENHUNT does not pursue rapid, aggressive release, but follows the principles below:

1. Revenue-driven distribution

The release of AHUNT is linked to the platform’s real revenue capacity rather than linear time-based emission.

2. Reserve-backed value

A significant portion of platform revenue will be allocated into reserve assets (BTC, ETH, BNB, etc.), strengthening the long-term value foundation of the ecosystem.

3. Long-term orientation

ATTENHUNT does not treat high short-term emissions as the sole growth strategy, but prioritizes balance between distribution pace, user quality, and value support capacity.

4. Capital allocation during undervaluation

When AHUNT’s market price is significantly below its reference intrinsic value, the protocol may execute Buyback using reserves to improve capital allocation efficiency.

6.2 Token Model Design Objective

The Token model of ATTENHUNT has a clear long-term orientation:

AHUNT should not merely be a distribution tool, but evolve into a long-term value unit capable of capturing revenue, reserves, and ecosystem confidence.

This means the value logic of AHUNT is not built on a single narrative, but on the following layered structure:

1. Continuous generation of real revenue

2. Gradual accumulation of reserve assets

3. Ongoing distribution based on user contribution
4. Buyback support during market undervaluation
5. Long-term revenue growth driven by multi-product ecosystem expansion

From this perspective, ATTENHUNT is closer to a revenue-driven attention protocol, rather than a traditional short-term incentive-driven project.

07.Weekly Airdrop Mechanism

ATTENHUNT adopts a weekly AHUNT distribution mechanism.

Airdrops are not predetermined fixed quantities, but are directly linked to the platform's real revenue for that week.

This means that ATTENHUNT's emission logic is not "predefine supply and then justify distribution," but rather:

Revenue formation comes first, distribution follows.

7.1 Weekly Airdrop Base Formula

Total Weekly Airdrop = Weekly Total Revenue × Airdrop Distribution Coefficient ÷ Airdrop Reference Price

Where:

· Weekly Total Revenue: confirmed real revenue generated during the week

· Airdrop Distribution Coefficient: parameter controlling the allocation ratio

·Airdrop Reference Price: reference value used to calculate AHUNT distribution amount

7.2 User Allocation Formula

User AHUNT = User Weekly ORE ÷ Total Effective ORE × Total Weekly Airdrop

This means the amount of AHUNT received by a user is determined by two factors:

· The amount of real revenue generated by the platform in that week

· The amount of effective ORE contributed by the user in that week

This mechanism incorporates both ecosystem revenue growth and individual behavioral contribution into the distribution logic.

AHUNT WEEKLY AIRDROP MECHANISM

Airdrops are not a fixed distribution,
but are directly linked to the platform's real revenue and user contributions.

FORMULA 1: TOTAL AIRDROP CALCULATION

TOTAL AIRDROP THIS WEEK = TOTAL REVENUE THIS WEEK × AIRDROP DISTRIBUTION RATE ÷ AIRDROP REFERENCE PRICE

FORMULA 2: USER ALLOCATION CALCULATION

USER'S AHUNT RECEIVED = USER'S ORE THIS WEEK ÷ TOTAL EFFECTIVE ORE NETWORK-WIDE × TOTAL AIRDROP THIS WEEK

VARIABLE DESCRIPTION

- TOTAL REVENUE THIS WEEK
- AIRDROP DISTRIBUTION RATE
- AIRDROP REFERENCE PRICE
- USER'S ORE / TOTAL EFFECTIVE ORE NETWORK-WIDE

AIRDROP LOGIC FLOW

1. REAL REVENUE
2. FORM AIRDROP POOL
3. DISTRIBUTE BASED ON CONTRIBUTION
4. USERS RECEIVE AHUNT

TRANSPARENT AIRDROPS · RULES PUBLIC · REVENUE DRIVEN · CONTRIBUTIONS DETERMINE BENEFITS

7.3 Airdrop Control and Risk Management

To ensure fairness and long-term stability, the weekly Airdrop mechanism incorporates multiple layers of control logic:

1. **Weekly Airdrop cap**

Even if revenue increases significantly, the system may impose phased emission limits to prevent excessive short-term release.

2. **Abnormal behavior filtering**

Invalid behaviors such as abnormal ad activity, fraud traffic, device manipulation, and non-organic interactions will be identified and excluded from ORE weighting.

3. **Revenue smoothing mechanism**

In cases of extreme fluctuations, short-term revenue may be smoothed to prevent abnormal weekly data from disrupting overall distribution rhythm.

4. **Effective ORE criteria**

Only verified effective ORE will participate in Airdrop distribution, ensuring that real contributors receive fair rewards.

The position of ATTENHUNT is clear:

Airdrops are not unconditional giveaways, but structured distributions based on real contribution.

08.Revenue Model

8.1 Revenue Model and Growth Logic

In the early stage, ATTENHUNT’s revenue primarily comes from incentivized advertising within its products and other forms of attention monetization. Advertising revenue can be expressed using the following base formula:

Revenue = Effective Ad Views ÷ 1000 × eCPM

This implies that ATTENHUNT’s growth does not depend on narrative-driven hype, but on a set of more fundamental business metrics:

· Number of effective users

· User activity levels

· Retention

· Ad reach quality

· Monetization efficiency

In the future, ATTENHUNT’s revenue sources may also expand to include:

· E-commerce referral commissions

· Brand partnership revenue

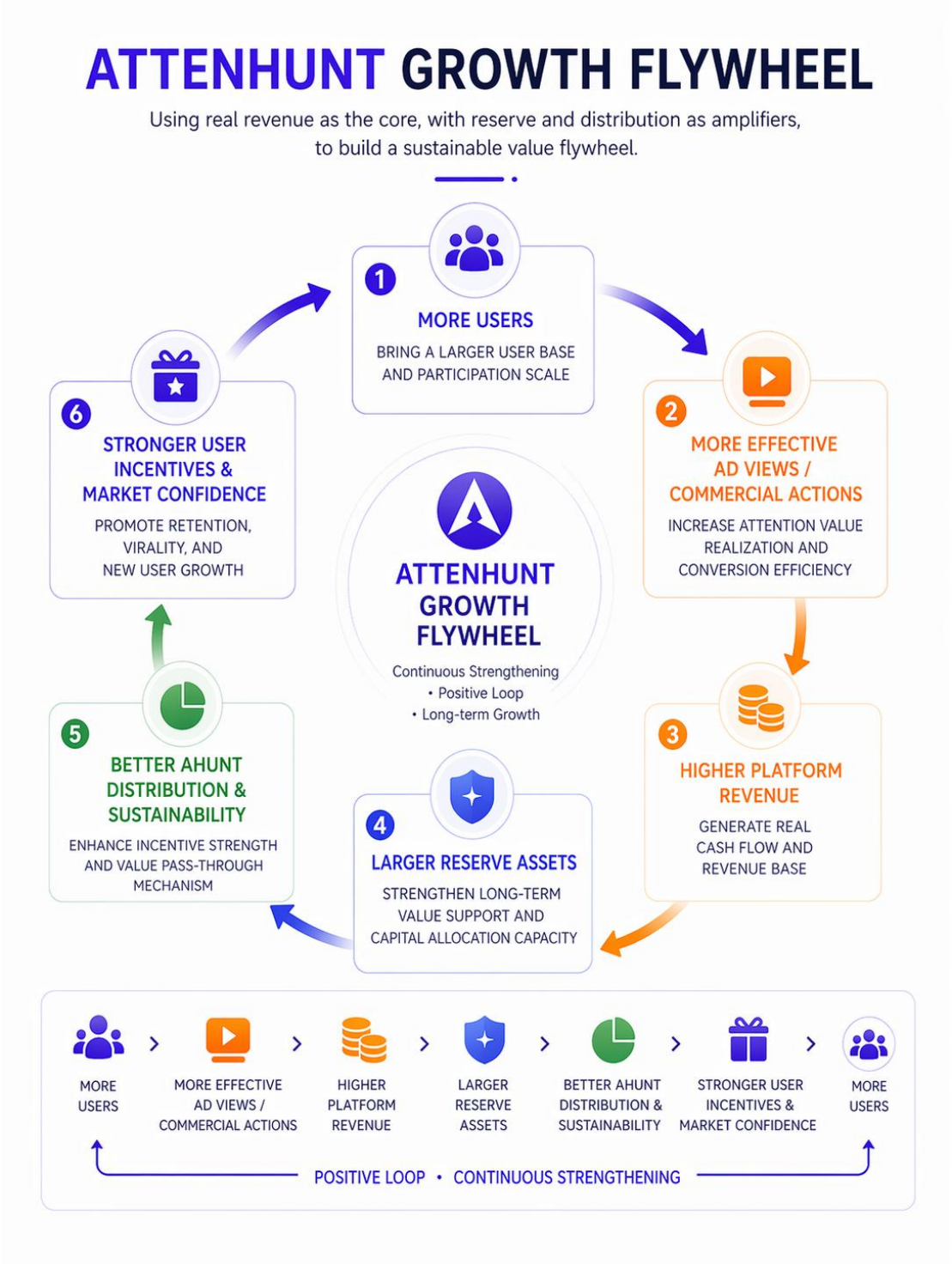
· Content traffic distribution income

· Other monetization streams derived from attention and purchase behavior

Therefore, ATTENHUNT’s long-term growth is not built on a single product, but on its capability to monetize attention.

8.2 Growth Flywheel

The core flywheel of ATTENHUNT is not the traditional “user acquisition → subsidy → re-acquisition” model, but a system supported by real cash flow and reserve assets.



This flywheel has several key characteristics:

First, revenue is the core

Many of ATTENHUNT’s mechanisms revolve around revenue rather than price.

Second, reserves act as an amplifier

Instead of consuming all revenue, a significant portion is accumulated as reserves, strengthening long-term support capacity.

Third, Buyback acts as a value stabilizer

When market price deviates significantly from intrinsic support, the protocol can execute Buyback to reduce value mispricing.

This design gives ATTENHUNT’s flywheel stronger long-term sustainability and a clearer value logic.

09.Reserve Asset System

9.1 Reserve Asset Framework

The reserve asset system is one of the most fundamental differentiators between ATTENHUNT and many traditional Web3 projects.

ATTENHUNT does not intend to use revenue solely for short-term expenditures, but rather to gradually accumulate a meaningful portion into high-quality assets, forming the long-term value foundation of the ecosystem.

Revenue Allocation Framework (Initial Stage):

· 70% allocated to reserve asset accumulation

· 30% allocated to operations, R&D, growth, and infrastructure

These reserves are not idle capital, but are intended to:

Build a structured asset pool through disciplined capital allocation to support long-term ecosystem development.

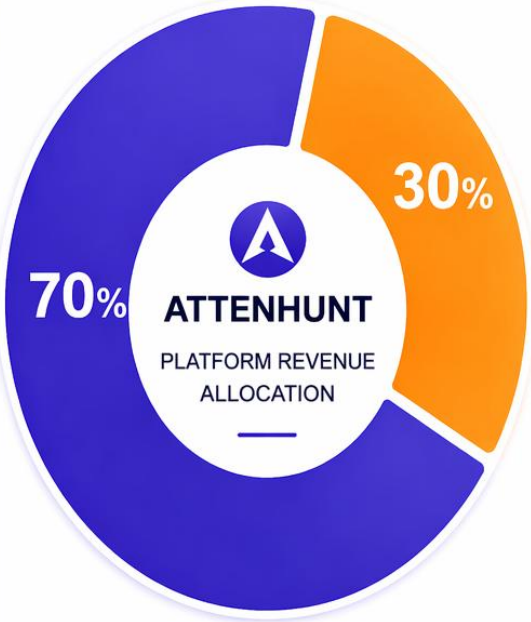
REVENUE ALLOCATION FRAMEWORK

Transform real revenue into long-term value foundation,
not only for short-term expenses.

70%

RESERVE ASSETS ALLOCATION

- Allocated to high-quality digital assets such as BTC, ETH, BNB, etc.
- May include premium real-world assets (RWA) in compliance with regulations
- Provide long-term value support and capital allocation foundation for the ecosystem



30%

OPERATIONS & GROWTH

- Used for team operations
- Used for product development and infrastructure
- Used for marketing, ecosystem building, and partnership expansion

PLATFORM REAL REVENUE » **70%** **ALLOCATED TO RESERVE ASSETS** LONG-TERM VALUE SUPPORT » **30%** **INVESTED IN OPERATIONS & GROWTH** DRIVING ECOSYSTEM DEVELOPMENT

ATTENHUNT WILL ALLOCATE THE MAJORITY OF REVENUE TO RESERVE ASSETS TO ENHANCE LONG-TERM VALUE SUPPORT CAPABILITIES.

LONG-TERM ORIENTED • VALUE-STABLE • SUSTAINABLE GROWTH

9.2 Types of Reserve Assets

ATTENHUNT does not limit itself to a single asset class, but follows a “quality-first” principle.

1) High-Quality Digital Assets

Initial focus includes, but is not limited to:

· BTC

· ETH

· BNB

In the future, additional high-consensus, high-liquidity, and long-term viable digital assets may be included through governance or risk committee mechanisms.

2) High-Quality Real-World Assets (RWA)

Under conditions of compliance, transparency, and verifiability, ATTENHUNT may allocate a portion of reserves into selected real-world assets, such as:

· Compliant tokenized government bond assets

· Short-duration, low-risk yield-bearing assets

· Transparent and auditable income-generating mapped assets

· Other RWAs meeting standards of safety, liquidity, and transparency

The goal of this design is not asset diversification for its own sake, but:

To ensure high-quality reserves, strong liquidity, and long-term verifiability.

RESERVE ASSET CLASSIFICATION

USING HIGH-QUALITY ASSETS TO CAPTURE REAL REVENUE
AND BUILD LONG-TERM VALUE SUPPORT FOR THE ECOSYSTEM.

RESERVE ASSET POOL

CONVERT REAL REVENUE INTO HIGH-QUALITY ASSET POOL COMBINATIONS TO PROVIDE LONG-TERM VALUE SUPPORT AND CAPITAL ALLOCATION FOUNDATION FOR THE ECOSYSTEM.

HIGH-QUALITY DIGITAL ASSETS

- **BTC** BITCOIN
- **ETH** ETHEREUM
- **BNB** BINANCE COIN
- **OTHER HIGH-QUALITY DIGITAL ASSETS**

HIGH LIQUIDITY | STRONG RECOGNITION | GLOBAL TRADEABILITY

HIGH-QUALITY REAL WORLD ASSETS (RWA)

- **COMPLIANT TOKENIZED SOVEREIGN ASSETS** (BONDS, TREASURY BILLS, ETC.)
- **SHORT-TERM LOW-RISK INCOME-GENERATING ASSETS**
- **TRANSPARENT & AUDITABLE STABLE YIELD ASSETS**

COMPLIANCE FIRST | REAL YIELD | TRANSPARENT & AUDITABLE

THE CORE VALUE OF RESERVE ASSETS

LONG-TERM VALUE SUPPORT
CAPTURE REAL REVENUE TO PROVIDE LONG-TERM VALUE SUPPORT.

BUYBACK & CAPITAL ALLOCATION FOUNDATION
BUILD A STABLE CAPITAL POOL TO SUPPORT BUYBACK AND ECOSYSTEM DEVELOPMENT.

ENHANCE ECOSYSTEM STABILITY & TRUST
IMPROVE RISK RESILIENCE AND STRENGTHEN USER AND MARKET CONFIDENCE.

9.3 Significance of Reserve Assets

The reserve system serves at least three critical functions:

First layer: Value anchor

Reserves represent the conversion of real revenue into long-term value, rather than reliance on market sentiment.

Second layer: Capital allocation tool

Reserves enable Buyback execution, allowing ATTENHUNT to act when AHUNT is undervalued rather than passively absorbing volatility.

Third layer: Source of long-term confidence

Users and the community can clearly observe that the platform is not only “distributing,” but also continuously “accumulating.”

This accumulation strengthens long-term trust in the ecosystem.

ATTENHUNT aims to make one point clear to the market:

The value of AHUNT comes not only from distribution, but also from the continuously growing asset base behind it.

10. Value Support and Buyback Mechanism

If an ecosystem continuously distributes Tokens without any mechanism for value support, it will eventually face supply imbalance and declining market confidence.

Therefore, ATTENHUNT introduces a Buyback mechanism—not for short-term price management, but for higher-quality capital allocation.

Three core objectives of Buyback:

1. **Improve capital allocation efficiency**

When AHUNT is significantly undervalued, Buyback may be more valuable than holding idle capital.

2. **Optimize circulating supply structure**

Buyback followed by burning or long-term locking reduces disorderly supply pressure.

3. **Strengthen long-term confidence**

Buyback sends a clear signal to the market:

ATTENHUNT is not only responsible for “distribution,” but also for “value support.”

11.Berkshire-Style Capital Allocation Principles

ATTENHUNT seeks to adopt the core philosophy of Berkshire Hathaway's long-term capital allocation:

Allocate every unit of available cash flow into assets with stronger long-term value.

This philosophy is reflected in three main aspects:

1. **Avoid short-term market noise**

ATTENHUNT does not mistake short-term market sentiment for long-term value, nor adjust strategy based on short-term fluctuations.

2. **Prioritize accumulation of high-quality assets**

Revenue is primarily allocated into BTC, ETH, BNB, and compliant high-quality RWAs to strengthen the ecosystem's long-term foundation.

3. **Execute Buyback only during clear undervaluation**

ATTENHUNT considers Buyback to be a high-quality capital allocation action only when market price is significantly below intrinsic value.

Thus, Buyback is not a mechanically executed daily action, but a disciplined tool based on intrinsic value assessment.

12.Buyback Trigger Logic

12.1 Buyback Trigger Logic and Formula

ATTENHUNT does not rely on a single metric to determine whether AHUNT is undervalued, but considers multiple factors:

· Total value of reserve assets

· Effective circulating supply of AHUNT

· Platform revenue capacity

· User growth and retention quality

· Deviation between market price and reference intrinsic value

Reference Intrinsic Value Formula (Simplified):

AHUNT Reference Intrinsic Value

= (Reserve Asset Value × Reserve Adjustment Coefficient

Revenue Capacity Valuation × Revenue Adjustment Coefficient)

÷ Effective Circulating AHUNT Supply

Where:

· Reserve Asset Value: includes BTC, ETH, BNB, and high-quality RWAs

· Revenue Capacity Valuation: conservative estimation of protocol revenue capacity

· Effective Circulating AHUNT Supply: actual circulating supply in the market

· Adjustment Coefficients: conservative discount parameters

The purpose of this formula is to establish an internal evaluation framework, not to define a fixed market price.

12.2 Undervaluation Determination and Buyback Budget

12.2.1Undervaluation Determination

When AHUNT’s market price significantly deviates from its reference intrinsic value, it may enter a Buyback observation zone.

Undervaluation Formula:

Market Price ÷ AHUNT Reference Intrinsic Value < Undervaluation Threshold

For example:

· < 0.7: Enter observation zone

· < 0.5: Enter clear undervaluation zone

Thresholds may be dynamically adjusted across different stages by the team or governance mechanisms.

12.2.2 Buyback Budget Formula

Once Buyback conditions are met, the following simplified model may be used:

Buyback Budget (Current Period)

= Available Reserve Funds × Buyback Coefficient × Undervaluation Intensity Coefficient

Where:

Undervaluation Intensity Coefficient

= max(0, 1 - Market Price ÷ AHUNT Reference Intrinsic Value)

This implies:

· No Buyback is triggered when price is close to or above intrinsic value

· The deeper the undervaluation, the stronger the potential Buyback intensity

12.2.3 Buyback Quantity Formula

Buyback Quantity (Current Period)

= Buyback Budget ÷ Average Execution Price

ATTENHUNT's principle is:

The more significant the undervaluation, the stronger the rationale for Buyback—

but all Buyback actions must remain within reserve safety and operational safety boundaries.

12.3 Post-Buyback Handling and Risk Control

12.3.1 Post-Buyback Handling

AHUNT acquired through Buyback may, depending on the governance stage, be handled in one or more of the following ways:

· Permanent burn

· Long-term lock-up

· Inclusion in the ecosystem reserve pool

· Allocation for designated future governance authorization purposes

In the early stage of the project, ATTENHUNT is more inclined to adopt a "Buyback + Burn / Long-Term Lock-up" approach in order to enhance scarcity and strengthen market signaling.

12.3.2 Buyback Risk Control

To prevent misuse of the Buyback mechanism, ATTENHUNT will implement the necessary constraints, including:

· Maximum Buyback budget limits on a weekly / monthly basis

· Minimum operational safety reserve requirements

· Suspension of execution under conditions of extreme liquidity shortage

· Observation and cooling-off periods during abnormal volatility

· Transparent disclosure or governance authorization for significant Buyback strategies

The core position of ATTENHUNT is:

Buyback is a long-term capital allocation tool, not a short-term price manipulation tool.

13.Governance and Ecosystem Expansion

ATTENHUNT adopts a phased approach to governance.

13.1 Early Stage

The core team leads product development, risk control, reserve allocation, and foundational mechanism validation to ensure the system operates effectively.

13.2 Mid Stage

Community participation will be gradually introduced, including but not limited to:

· Key parameter proposals

· Discussions on reserve transparency

· Feedback on incentive mechanisms

· Ecosystem development proposals

13.3 Late Stage

As ecosystem revenue, product matrix, and user scale expand further, ATTENHUNT may progressively evolve toward a more mature DAO governance model.

Future governance capabilities of AHUNT may include:

· Participation in ecosystem proposals

· Recommendations for new product inclusion

· Suggestions on value management rules

· Discussions on reserve allocation boundaries

· Buyback parameter proposals

The governance principle of ATTENHUNT is straightforward:

Build a solid product and revenue foundation first, then gradually introduce more complex governance structures.

14.Roadmap

Phase 1: Product Validation Stage

· Launch OREHUNT

· Establish the foundational loop from user behavior to revenue generation

· Build the ORE contribution system

· Initiate weekly AHUNT distribution mechanism

Phase 2: Growth Acceleration Stage

- Optimize retention and ad efficiency
- Expand user scale
- Improve risk control and data systems
- Establish initial reserve asset pool

Phase 3: Value Management Stage

- Build a more transparent reserve disclosure framework
- Introduce reference intrinsic value evaluation model
- Initiate AHUNT Buyback when conditions are met
- Optimize supply and value support structure

Phase 4: Ecosystem Expansion Stage

- Launch additional attention-based products
- Expand into content and e-commerce referral scenarios
- Diversify revenue sources

- Advance governance evolution and ecosystem collaboration

15.Risk Disclosure

ATTENHUNT faces multiple types of risks, including but not limited to:

15.1 Commercial Risk

Fluctuations in advertising revenue, product retention, and user growth may impact the platform’s revenue capacity.

15.2 Market Risk

Volatility in digital asset prices, changes in AHUNT market liquidity, and broader crypto market cycles may affect ecosystem operations.

15.3 Reserve Allocation Risk

Although ATTENHUNT prioritizes high-quality assets, reserves such as BTC, ETH, BNB, and RWAs may still face price volatility, liquidity constraints, and regulatory risks.

15.4 Technical and Security Risk

System vulnerabilities, fraudulent behavior, infrastructure risks, and on-chain/off-chain asset management risks require continuous mitigation.

15.5 Regulatory Risk

Different jurisdictions have varying regulatory frameworks regarding digital assets, advertising monetization, RWA, and Token distribution, which may impact ecosystem development.

ATTENHUNT will adhere to principles of prudent allocation, transparent communication, long-term orientation, and risk-first management.

16.Conclusion and Vision

AATTENHUNT is not intended to be a simple “play-to-earn” project, nor a short-term platform driven purely by Token narratives.

We aim to build a long-term value network:

· Users contribute attention

· Products generate real revenue

· Revenue accumulates into high-quality reserve assets

· AHUNT captures long-term value distribution

· The protocol executes rational Buyback during undervaluation

· Ultimately forming a positive cycle between users, products, revenue, reserves, and value

ATTENHUNT’s long-term vision can be summarized in one sentence:

To build an attention value network driven by real revenue, supported by high-quality assets, maintained through long-term capital allocation, and participated in by users.

17.Final Summary

The key difference between ATTENHUNT and traditional Web3 models lies in:

We do not only distribute value — we continuously accumulate value.

ATTENHUNT VALUE FLYWHEEL

FROM ATTENTION TO REVENUE, FROM RESERVES TO DISTRIBUTION, FROM BUYBACK TO GROWTH,
BUILDING A LONG-TERM SUSTAINABLE VALUE FLYWHEEL.

THE VALUE OF ATTENHUNT DOES NOT COME FROM SHORT-TERM HYPE,
BUT FROM REAL REVENUE, HIGH-QUALITY RESERVES, AND LONG-TERM MECHANISMS.

REAL REVENUE AS SOURCE | RESERVES AS ANCHOR | DISTRIBUTION & BUYBACK PARALLEL | ECOSYSTEM GROWTH AS OUTCOME

A LONG-TERM ECOSYSTEM DRIVEN BY REAL VALUE.

18. Appendix

18.1 Key Formula Overview

1. Total Weekly Airdrop = Weekly Total Revenue × Airdrop Distribution Coefficient ÷ Airdrop Reference Price
2. User AHUNT = User Weekly ORE ÷ Total Effective ORE × Total Weekly Airdrop
3. Revenue = Effective Ad Views ÷ 1000 × eCPM
4. AHUNT Reference Intrinsic Value = (Reserve Asset Value × Reserve Adjustment Coefficient + Revenue Capacity Valuation × Revenue Adjustment Coefficient) ÷ Effective Circulating AHUNT Supply
5. Buyback Budget (Current Period) = Available Reserve Funds × Buyback Coefficient × Undervaluation Intensity Coefficient
6. Undervaluation Intensity Coefficient = max(0, 1 - Market Price ÷ AHUNT Reference Intrinsic Value)
7. Buyback Quantity (Current Period) = Buyback Budget ÷ Average Execution Price

18.2 Glossary

1. ORE: In-product contribution points
2. AHUNT: Ecosystem value carrier
3. Reserve Assets: BTC, ETH, BNB, high-quality RWAs, etc.
4. Effective ORE: Contribution points verified through risk control mechanisms and eligible for distribution
5. Reference Intrinsic Value: Internal valuation framework used to assess undervaluation

18.3 Disclaimer

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