



**FEC**

Fortune Earnings Coupon

## Project White Paper

# Contents

---

<b>1. Project Background.....</b>	<b>1</b>
1.1 Industry Pain Points and Project Overview.....	1
1.2 FEC Project Vision and Objectives.....	2
<b>2. Project Solution.....</b>	<b>5</b>
2.1 Technical Architecture and Core Technologies.....	5
2.2 Applications of Smart Contracts.....	6
2.3 Roles and Functions of the FEC.....	6
<b>3. Project Uniqueness and Innovations .....</b>	<b>8</b>
3.1 FEC Operating Mechanism.....	8
3.2 FEC Commercial Value.....	9
3.3 Value Preservation and Appreciation Potential.....	13
3.4 Digital Marketing and Tax Optimization.....	14
3.5 Efficient Cross-Border Fund Transfers.....	14
<b>4. FEC (Fortune Earnings Coupon) .....</b>	<b>15</b>
4.1 Basic Information.....	15
4.2 Application Scenarios.....	16
4.3 Value Support for the FEC.....	17
<b>5. Global Team.....</b>	<b>19</b>
<b>6. Strategic Partnerships .....</b>	<b>21</b>
<b>7. Risks and Challenges .....</b>	<b>23</b>
7.1 Technical Risks.....	23
7.2 Compliance and Regulatory Risks.....	23
7.3 Market Volatility and Operational Risks.....	24

---

# 1. Project Background

## 1.1 Industry Pain Points and Project Overview

With the rapid expansion of the global digital economy, the digital trade industry has emerged as a key driver of economic growth. However, it still faces several pressing challenges:

First, consumer trust in product and service quality is lacking, making it difficult for merchants to establish credibility, which in turn leads to low sales conversion rates. Second, merchants are grappling with sluggish consumer demand and high customer churn. Traditional promotional strategies have limited impact, resulting in low repurchase rates and weak customer loyalty.

In addition, existing transaction systems are hindered by high fees, complex processes, and slow transaction confirmations, which significantly degrade the user experience and fail to meet the immediacy demands of high-frequency transaction scenarios. Merchants also face rising operational costs and shrinking profit margins due to price wars, sometimes resorting to loss-making promotions. On the consumer side, poor transaction experiences and the lack of effective rewards reduce purchasing motivation and discourage repeat spending.

Moreover, limited cross-industry traffic sharing prevents merchants from accessing new customer segments, restricting their growth potential. Traditional loyalty programs are typically confined to single merchants, making their points non-transferable across different industries, thus reducing their practical value. Furthermore, centralized transaction platforms are vulnerable to fraud, data breaches, and transaction manipulation, raising concerns over fund security and transparency. This weakens trust in transaction platforms among both merchants and consumers, further impeding the healthy development of the digital trade sector.

### **FEC: A Comprehensive Blockchain-Powered Solution**

Fortune Earnings Coupon leverages blockchain technology and smart contracts to deliver a comprehensive solution for the digital trade industry. Under the supervision of the Data Trade Union (DTU), Fortune Earnings Coupon provides merchants with authoritative credibility,

addressing product quality concerns and boosting consumer trust. Fortune Earnings Coupon exists in user accounts and is primarily used for in-platform product discounts. This model ensures exclusivity and seamless circulation, forming a closed-loop consumption ecosystem.

The core value of Fortune Earnings Coupon lies in its broad application in traditional commerce. By redistributing business profits back to users through blockchain technology and smart contracts, Fortune Earnings Coupon further incentivizes spending and fuels business growth. This creates a positive cycle where “the more users buy, the cheaper it gets; the more merchants sell, the larger their customer base becomes.” This effectively alleviates sluggish consumer demand and reduces user churn.

With its simplified, instant, transparent mechanism, Fortune Earnings Coupon significantly enhances user experience and transaction efficiency, making it ideal for high-frequency trade scenarios. Through smart contracts and cross-industry traffic sharing, Fortune Earnings Coupon reduces merchants’ operational costs, expands their customer base, and strengthens consumer engagement and loyalty.

Furthermore, Fortune Earnings Coupon establishes a cross-industry points system, attracting users from different sectors and accelerating business expansion. Powered by blockchain, Fortune Earnings Coupon guarantees transaction security and transparency, fostering greater trust between merchants and consumers. By addressing key pain points, Fortune Earnings Coupon injects new vitality into the digital trade industry, driving it towards greater efficiency, innovation, and global growth.

## **1.2 FEC Project Vision and Objectives**

FEC (Fortune Earnings Coupon) is a blockchain-based digital coupon primarily used for payment deductions within specific consumption ecosystems, aiming to stimulate consumption and promote the growth of digital trade.

FEC exists in digital form within user accounts and can be used to offset part of the payment when purchasing platform products, granting exclusive consumption privileges.

Built on an innovative value distribution and circulation system, FEC leverages decentralized blockchain smart contracts to ensure transparent, secure, and efficient value transfers.

By adopting FEC e-coupons, merchants can freely set the issuance ratio and usage period, precisely targeting their desired customers. As a promotional tool, FEC enhances customer acquisition efficiency. Consumers who pay with FEC not only enjoy discounts but also receive additional FEC. These coupons can be redeemed in other consumption scenarios or used for further discounts, forming a “spending → rewards → repeat purchase” virtuous cycle.

This circular mechanism significantly boosts market activity, offering consumers a more convenient and cost-effective shopping experience while helping merchants increase sales, overcome performance bottlenecks, and strengthen customer relationships, enhancing brand loyalty.

The successful implementation of FEC will bring revolutionary changes to the global digital trade industry, driving it toward greater efficiency and innovation, and injecting new momentum into global economic growth.

### **1.2.1 Enhancing Transaction Efficiency and Reducing Costs**

FEC earnings coupon simplify digital trade transactions by leveraging decentralized blockchain technology, enabling instant settlements and significantly reducing transaction costs. Whether for purchasing virtual goods, subscribing to value-added services, or tipping content creators, FEC offers a fast, efficient, and low-cost transaction solution, making digital commerce seamless and scalable.

### **1.2.2 Driving Innovation and Strengthening Security**

FEC fosters innovation in digital trade through smart contract automation. For example, in the gaming industry, FEC can facilitate dynamic reward mechanisms, creating flexible in-game incentives. In e-commerce, FEC can integrate loyalty programs or enable automated smart discounts, delivering a more personalized and engaging shopping experience.

Leveraging blockchain’s transparency and immutability, FEC ensures that every transaction is securely recorded and verifiable, significantly reducing fraud risks and enhancing overall

security.

### **1.2.3 Supporting Globalization and Decentralized Circulation**

FEC is designed to serve as a global digital trade infrastructure, enabling cross-border, cross-platform transactions and helping businesses expand their reach to a wider global audience.

Additionally, FEC will be tradable on decentralized exchanges (DEX), allowing users to freely swap it for other digital assets such as USDT and ETH. This high liquidity and interoperability will establish FEC as a widely circulating, decentralized digital asset, accelerating the growth and efficiency of the global digital trade ecosystem.



## 2. Project Solution

### 2.1 Technical Architecture and Core Technologies

The FEC platform is structured on a multi-layer blockchain architecture to ensure scalability, security, and high throughput. This core architecture comprises three primary layers:

- **Base Layer (Consensus Layer):** At the foundational level, FEC employs an optimized consensus algorithm, integrating a Proof-of-Stake (PoS) mechanism to support rapid, secure transaction verification in a decentralized manner. This layer is responsible for recording all transactions and data immutably, ensuring transparency and security throughout the network.
- **Service Layer (Smart Contract Layer):** A comprehensive toolset for digital trade operations, covering payments, rewards, and asset transfers. It provides a secure and reliable foundation for all transactions and token interactions. Through automated processes, it enhances efficiency, ensuring every transaction is transparent, trustworthy, and consistently efficient.
- **Application Layer:** This layer facilitates interaction between FEC and user-facing platforms as well as third-party applications, through APIs and SDKs, allowing developers to integrate FEC's blockchain solutions into existing systems like gaming, e-commerce, and cloud services. This layer is critical for ensuring cross-platform functionality and expanding the token's use across multiple scenarios.
- **Cross-Chain Compatibility:** To enable flexible asset management, FEC is compatible with multiple leading blockchain networks, including Ethereum (ETH), Binance Smart Chain (BSC), and Data Trade Chain (DTC). This cross-chain compatibility improves FEC's accessibility, allowing users to seamlessly leverage FEC tokens across various platforms.

## 2.2 Applications of Smart Contracts

Smart contracts are fundamental to FEC's operational framework, enabling automation and security for multiple processes in digital trade and beyond. Key applications of FEC's smart contracts include:

- **Automated Payments:** Smart contracts support instant, transparent payment functions, making them particularly suited to high-frequency digital trade scenarios such as in-game purchases and e-commerce. By eliminating intermediaries, smart contracts lower transaction costs and ensure fast settlement.
- **Reward and Incentive Mechanisms:** Businesses can leverage FEC's smart contracts to establish automated reward structures, such as loyalty programs and in-game rewards. These contracts ensure rewards are distributed transparently according to pre-set conditions, increasing user engagement.
- **Asset Management and Exchange:** FEC's smart contracts facilitate decentralized asset management, allowing users to easily exchange FEC for other digital assets. These contracts autonomously manage exchange rates and asset liquidity, reducing potential risks and enhancing flexibility.

## 2.3 Roles and Functions of the FEC

As the first officially recognized commercial promotion token by the Data Trade Union (DTU), FEC is widely applied across gaming, live streaming, e-commerce, and cloud platforms. It enables the seamless integration of consumer capital into the digital economy, creating a closed-loop ecosystem where "digital trade connects the world." By bridging merchants and consumers, FEC fosters a win-win digital economic model, driving growth and value creation across industries.

### 2.3.1 Digital Transaction Tool & Reward System

FEC serves as a universal transaction solution and digital system in the digital trade industry, offering secure, fast, and seamless transactions across various scenarios, including in-game



purchases, live streaming tips, e-commerce payments, and cloud services. Users benefit from frictionless transactions while earning FEC through incentive mechanisms. By completing referrals, check-ins, or purchases, users can accumulate FEC, which can be redeemed for products, services, or discounts. This enhances user engagement and platform retention.

### **2.3.2 Merchant Promotion & Marketing Tool**

Beyond transactions, FEC is also a versatile promotion and marketing tool for merchants and platforms. Businesses can issue FEC-based e-coupons to attract customers and boost participation in promotions. For example, on e-commerce platforms, merchants can offer “spend-and-save” coupons or cashback deals. Customers who complete transactions with FEC enjoy exclusive discounts or earn additional FEC rewards, driving repeat purchases and improving conversion rates. This digitalized marketing approach enhances customer incentives and business growth.

### **2.3.3 Decentralized Exchange Medium & Asset Bridge**

FEC also functions as a decentralized exchange (DEX) medium, allowing users to swap it for other digital assets such as USDT or ETH. Its cross-chain liquidity capability enables FEC to circulate freely across multiple platforms, expanding its utility beyond a single ecosystem. This interoperability offers users flexible asset management options, boosting FEC’s liquidity and market adoption.

### **2.3.4 DeFi Participation & Ecosystem Development Tool**

FEC provides access to decentralized finance (DeFi) ecosystems. Holders can participate in staking, liquidity mining, and governance voting, earning additional rewards. FEC also supports community-driven ecosystem growth, allowing users to vote on platform decisions or earn FEC by contributing content. This collaborative model strengthens user engagement and drives FEC’s long-term growth and sustainability.

## 3. Project Uniqueness and Innovations

FEC is a blockchain-based smart contract payment token system that offers businesses a cross-industry, cross-platform interoperability solution. By integrating FEC, merchants can break free from closed ecosystems and achieve broader traffic sharing and deeper customer retention.

Unlike traditional payment methods, FEC drives dual-value growth by simultaneously enhancing merchant ecosystems and consumer benefits. It also functions as a global electronic coupon, creating additional value with every transaction. This fosters mutual traffic flow between industries, promoting merchant network expansion while granting consumers greater purchasing power and rewards, effectively turning payments into a catalyst for value multiplication.

For merchants, FEC serves as an innovative marketing tool that generates extra value with every transaction. By enabling cross-industry traffic sharing and customer interoperability, FEC helps businesses increase revenue, optimize cash flow, and expand profit margins. The influx of external industry traffic accelerates sales growth, driving sustainable business expansion.

For consumers, FEC payments offer immediate discounts and cashback rewards, while also delivering a seamless and rewarding shopping experience. The more consumers spend, the more they earn, creating a self-reinforcing growth loop that boosts customer retention and loyalty.

### 3.1 FEC Operating Mechanism

**FEC operates through three core phases:**

**ADN (Airdrop Node) Minting — FEC Issuance**

The ADN minting phase functions like a traditional coupon printing process, where FEC is generated. Merchants can acquire FEC minting rights by purchasing or participating in the FEC ecosystem. The entire minting process is governed by blockchain-based smart contracts, ensuring transparent, traceable, and tamper-proof issuance, effectively preventing over-issuance or inflation issues common in traditional loyalty programs.

### Airdrop Nodes — FEC Distribution

This phase involves the distribution of FEC earnings coupon. Merchants and users can earn FEC rewards through cashback incentives, task-based rewards, or promotional campaigns. The more users spend, the more FEC rewards they accumulate.

When users spend or transfer FEC, the system automatically mints ADN nodes. For every 10,000 FEC spent or transferred, 10% (1,000 FEC) is consumed to generate one ADN node.

If a transaction consumes less than 1,000 FEC, the system accumulates the amount until the threshold is reached.

Each ADN node undergoes 100 reward cycles, ultimately yielding 10,000 FEC in total rewards—a 10x return.

### FEC Utilization — Cross-Industry Payment and Interoperability

FEC can be used for payments, redeeming rewards, or accessing exclusive discounts across participating merchants. Its cross-industry interoperability breaks the limitations of traditional loyalty systems, enabling seamless traffic and value sharing between different businesses.

The smart contract-powered ecosystem ensures fair, secure, and efficient token circulation, providing users with a transparent, flexible, and rewarding payment experience.

## 3.2 FEC Commercial Value

FEC, as an innovative commercial token system, not only provides merchants with a powerful tool to break free from traditional marketing models but also significantly enhances the consumer experience. Through its traffic-sharing model, FEC empowers both merchants and consumers, fostering a mutually beneficial digital economy ecosystem.

### 3.2.1 FEC Empowering Merchants

#### Access to Massive Cross-Industry Traffic, Driving Exponential Growth

FEC creates a cross-industry points system, delivering dual-value benefits: direct economic

returns and access to a broader alliance network. Through the FEC system, merchants gain access to new customer streams from other industries, accelerating business growth.

Additionally, when merchants offer discounts through FEC, they receive ADN index airdrops proportional to the value of the discounts given. This provides secondary financial benefits, boosting their overall profitability.

### **Enhancing Token Utility and Customer Loyalty**

Traditional merchant loyalty programs are often limited to single-business ecosystems, reducing their value and effectiveness. FEC's cross-industry interoperability allows loyalty points to be used across multiple merchants, significantly increasing their practical value and usability. This drives higher customer retention and repurchase rates, strengthening long-term brand loyalty.

### **Reducing Marketing Costs and Boosting Brand Influence**

FEC serve as a highly effective marketing tool, making capital flow more efficient and driving business model innovation. The automation of smart contracts drastically reduces marketing costs by streamlining coupon distribution and reward execution.

Furthermore, FEC's universality and cross-industry acceptance improves customer adoption rates, helping merchants enhance their market competitiveness, strengthen brand awareness, and drive customer acquisition.

## **3.2.2 FEC Empowering Consumers**

### **Free Circulation of Tokens, Expanding Consumption Choices**

FEC enables consumers to seamlessly pay across multiple merchants, breaking the limitations of single-store loyalty programs and offering a broader range of spending options.

By using FEC consumers not only enjoy instant discounts but also earn additional rewards, enhancing their overall purchasing power.

### **Maximized Consumption Rewards, Improving User Experience**

Consumers earn FEC rewards after each purchase, which they can spend at other participating merchants, creating a cross-industry consumption incentive loop.

For every 1,000 FEC spent, users receive one ADN node as cashback. Each ADN node goes through 100 reward cycles, ultimately yielding 10,000 FEC in total rewards—a 10x return.

This model enhances the consumer experience by offering continuous value growth and encourages repeat spending within the FEC ecosystem, increasing user retention and engagement.

### **Greater Choice Through Traffic Sharing**

FEC's interoperable ecosystem enables users to freely choose where and how they spend their FEC, based on its redemption value and usability. This gives consumers greater flexibility and decision-making power, allowing them to maximize the benefits of their FEC across a wide network of merchants.

### **3.2.3 FEC Use Case: A New Shared Consumption Model for Mutual Benefit**

FEC, a blockchain-based smart contract electronic coupon, is designed to add value to every transaction, revolutionizing the digital business ecosystem, breaking traffic monopolies, and creating a win-win situation for both consumers and merchants. Below is a real-world example of how FEC works in practice.

#### **Case Overview:**

##### **Merchant Adopts FEC Earnings Coupon to Trigger the Value Cycle**

TOM, the owner of a watch shop located at 79 Chatham Road South, China Minmetals Tower, Tsim Sha Tsui, Hong Kong, within the POWER DUTY FREE store, wanted to increase sales and improve customer retention. To achieve this, TOM decided to introduce FEC, allowing customers to use 100% FEC to pay for products in his shop.

This move not only made TOM's store more attractive by offering enticing promotions, but also laid the groundwork for future value circulation and business growth.

### Consumers Enjoy Discounts and Continuous Rewards

Lily, a loyal user of FEC, visited TOM's watch store while traveling in Hong Kong. Since the store accepted FEC payments, she used her FEC to purchase a watch she had been eyeing.

Upon completing the transaction, Lily received ADN node rewards in FEC. These nodes accumulated points, which could later be converted into new FEC. In other words, Lily not only enjoyed a discount on her purchase, but she also gained additional FEC for future use, creating a “seamless shopping experience”.

This process offered Lily a convenient, cost-effective shopping experience, boosting her loyalty to TOM's store and increasing the chances that she would return in the future.

### Merchant Promotion and Customer Retention: A Dual Revenue Model

For TOM, this transaction benefited from the FEC smart contract mechanism, which deducted 10% of the FEC value spent (Prices are market-based; users can select the best offers.), essentially running a 10% off promotion at the store. This allowed customers to enjoy discounts without hassle, while TOM attracted more customers and saw higher conversion rates.

Additionally, many customers may not have enough FEC on hand. In such cases, TOM can assist them in exchanging for FEC to complete their purchases.

For example, Lucy visited TOM's store and wanted to use FEC to buy a watch, but she didn't have enough. TOM helped her exchange for the required FEC, enabling her to make the purchase with the discount.

What surprised TOM even more was that each time he helped a customer exchange FEC, he earned ADN node rewards, which accumulated points and were converted into tradable FEC. This means that:

TOM not only increased his sales with FEC earnings coupon, but also earned additional rewards via the FEC system, and established a sustained consumption cycle, leading to long-term revenue.



## Conclusion:

FEC earnings coupon is a digital business model that empowers both merchants and consumers. It turns every transaction into an opportunity for value multiplication, ensuring that both parties benefit.

- Merchants benefit from increased sales, customer retention, private traffic, and ongoing FEC rewards.
- Consumers benefit from discounts, airdrop rewards, seamless shopping, and recurring repurchase incentives.

In today's rapidly advancing global digital economy, FEC is pioneering a new consumer revolution, enabling merchants and consumers worldwide to capitalize on the future of super traffic and share in the benefits of the digital economy!

## 3.3 Value Preservation and Appreciation Potential

FEC transcends its role as a transactional medium to emerge as a value-appreciating digital asset. Powered by blockchain technology and governed by smart contracts, FEC's strictly controlled issuance ensures inherent scarcity, creating sustainable appreciation potential that grows with increasing adoption. This economic design systematically enhances holder value as the ecosystem expands.

As a pioneering commerce token, FEC transforms economic interactions by establishing a virtuous cycle where payment efficiencies and consumer incentives generate mutual value for merchants and users alike. The token's investment potential scales organically with its expanding utility and global adoption, positioning FEC as both an economic accelerator and appreciating asset within the digital commerce landscape.

## 3.4 Digital Marketing and Tax Optimization

FEC offers distinct advantages for digital marketing and tax planning. As flexible digital

assets, FEC enables businesses to optimize their financial and tax strategies. With blockchain technology securely recording each transaction, companies gain improved transparency in fund tracking and financial management. In regions with favorable policies toward digital assets, FEC may provides tax benefits, potentially lowering tax costs. This flexibility makes FEC highly advantageous for both marketing initiatives and tax planning, helping businesses reduce risk and improve financial management.

### **3.5 Efficient Cross-Border Fund Transfers**

The global circulation and high liquidity of FEC streamline efficient, convenient cross-border fund transfers. Through decentralized exchanges (DEX), FEC can be swiftly and securely converted to other major digital assets like USDT, BTC, or ETH. Companies and individuals can use FEC to conduct low-cost cross-border fund transfers and currency exchanges, avoiding high fees and delays associated with traditional financial systems. FEC’ s global liquidity provides businesses with an efficient fund management solution, simplifying cross-border transactions and accelerating cash flow.

## 4.FEC (Fortune Earnings Coupon)

### 4.1 Basic Information

- **Token Name:** FEC (Fortune Earnings Coupon)
- **Issuance Blockchain:** DTC, ETH, BSC
- **Total Supply:** 100 billion
- **Initial Issuance Price:** 0.01 USDT
- **Distribution:** Fully circulated

**Circulation & Regulation:** FEC originates from the Digital Trade Chain (DTC) and enables seamless cross-chain transfers with major public blockchains including ERC-20, TRON, and BSC. It is also tradable against other blockchain assets on decentralized exchanges (DEX), ensuring high liquidity and flexible conversion.

Governed by the Data Trade Union, FEC maintains worldwide compliance and secure operations. All transactions are audited and monitored through DTC's blockchain infrastructure, guaranteeing transparency and protecting user interests.

**Trading Platforms:** FEC will be tradable on decentralized exchanges against major digital assets like USDT, BTC, and ETH. Plans are underway to expand its availability across both centralized and decentralized platforms, further enhancing liquidity while ensuring regulatory compliance.

### 4.2 Application Scenarios

#### 4.2.1 Application for Chain Brands and Industry Alliances

FEC can be extensively applied across industries such as chain restaurants, retail supermarkets,

gyms, and beauty salons. It not only enhances consumer engagement across multiple stores but also fosters collaboration between brand alliances. Through FEC, different brands can create a shared token system, facilitating resource sharing and customer acquisition, ultimately strengthening customer loyalty.

Furthermore, FEC can integrate with SaaS systems and CRM (Customer Relationship Management) tools, enabling brands to execute targeted marketing and personalized recommendations, improving the overall customer experience. For example, after a purchase at Brand A, a customer can receive FEC and use them for discounts at Brand B, creating a mutually beneficial consumption ecosystem.

#### **4.2.2 Integration of Online and Offline (O2O) Models**

FEC is not only beneficial for offline merchants but also integrates seamlessly with e-commerce platforms, enhancing connectivity within the O2O (Online-to-Offline) consumption model. Users can earn and spend FEC across various channels, including online stores, physical outlets, and mobile apps, overcoming the limitations of traditional isolated loyalty programs.

In addition, FEC can facilitate online-offline interactive marketing strategies such as check-in rewards, spending rebates, and membership upgrades to boost user engagement. Brands can also establish cross-channel membership systems, allowing customers to enjoy consistent benefits across e-commerce platforms, physical stores, and mini-programs, ultimately strengthening brand loyalty and increasing repeat purchases.

#### **4.2.3 International and Cross-Border E-Commerce Applications**

FEC's decentralized nature makes it an ideal solution for cross-border e-commerce, offering a unified token system for global consumers and enhancing merchants' international competitiveness. Merchants can create a global points system with FEC, enabling users to spend tokens across various regions and brands without the need to convert or manage local loyalty points, improving the overall shopping experience.

Moreover, FEC reduces cross-border payment costs and settlement times, minimizing currency conversion losses and enhancing transaction transparency. By leveraging smart contracts,

merchants can automate functions such as settlement, promotional rebates, and logistics tracking, optimizing supply chain efficiency and providing a competitive advantage for cross-border e-commerce platforms.

## **4.3 Value Support for the FEC**

### **4.3.1 Diverse Application Scenarios and Market Expansion**

The FEC earnings coupon is highly versatile, with applications spanning across numerous industries. Whether for purchasing virtual goods, tipping, subscriptions, product payments, cloud services, or rewarding developers, FEC serves as both a payment method and a user engagement tool. Its flexibility increases user participation and platform loyalty. Moreover, FEC plays a pivotal role in market acquisition and promotional efforts, helping businesses attract and retain users through reward programs, promotional campaigns, and other incentives, ultimately boosting customer loyalty and driving user growth.

### **4.3.2 Global Digital Trade Promotion and International Adoption**

As the first officially recognized payment token endorsed by the Data Trade Union (DTU) FEC boasts significant global appeal and widespread acceptance. It offers multinational enterprises an efficient and effective tool for entering international markets and expanding their global footprint. FEC's international utility makes it an essential asset for businesses seeking to broaden their global presence, fueling the growth and prosperity of the digital economy worldwide.

### **4.3.3 Decentralized Trading and Liquidity Mechanism**

FEC utilizes decentralized exchanges (DEX), enabling frictionless global circulation without intermediaries. Users can seamlessly exchange FEC for other popular digital assets (such as USDT, BTC, ETH, etc.) on these platforms, significantly enhancing market liquidity and offering greater flexibility for asset management. The decentralized exchange and liquidity system not only extends the practical use of FEC but also ensures a secure, transparent trading environment for users.





## 5. Global Team

The FEC global team is composed of leading experts from various countries and regions, covering fields such as blockchain technology, digital asset management, global digital trade, and innovative financial technology. Team members bring extensive experience in the digital economy, having been involved in the early development of blockchain and decentralized technologies, with deep insights into digital asset issuance and application. Leveraging their expertise in digital marketing, decentralized finance (DeFi), smart contract development, and resource management, the FEC team is dedicated to driving innovation and transformation in the global digital trade industry.

Headquartered in the Dubai International Financial Centre (DIFC) — a global financial hub — the FEC team benefits from strong support for international operations and the expansion of the FEC. Through efficient market operations and user-centric services, the FEC team ensures smooth token issuance and circulation, enhancing its recognition and value in global markets.

In terms of business strategy, the FEC team focuses on sectors such as gaming, live streaming, e-commerce, and cloud applications to drive widespread adoption of the FEC. This approach promotes digital transformation and innovation across various industries, aiming to provide users with safe, transparent, and efficient digital asset management tools.

### Core Team Members:

**Yina Tjia — CEO**

With 12+ years in blockchain and digital finance, Yina specializes in industry trends and market expansion. His leadership has driven FEC's global growth, making it a top digital trade solution.

**Ayman Adel Ehssan — CTO**

Blockchain and smart contract expert with a Ph.D. in cryptography. She leads FEC's tech

development, ensuring a secure, scalable platform that stays ahead in blockchain innovation.

#### Chunxiao Tchong — CFO

Experienced digital asset strategist with a global finance background. He manages FEC's financial planning and tokenomics, supporting stable worldwide growth.

#### Mohamed El Ghorfi — CMO

Global marketing leader with fintech expertise. She drives FEC's market expansion and user growth, boosting the brand's global presence.

#### Ting Zhao — R&D Lead

Blockchain expert with 10+ years in decentralized tech. He leads FEC's tech team, optimizing platform performance for fast, secure transactions.

## 6. Strategic Partnerships

As the official token of the Data Trade Union(DTU), the FEC earnings coupon has gained widespread recognition for its international promotion capabilities and seamless cross-border transaction compatibility. It has formed strategic partnerships with several prominent businesses, including high-end hotels, large e-commerce platforms, and popular food courts, receiving strong support from both merchants and consumers. Through digital advertising, promotional campaigns, and reward programs, FEC helps businesses efficiently expand into global markets, connecting international users and enabling smooth cross-border transactions. The FEC partnership network is expanding rapidly across multiple industries and regions, showcasing strong market demand and recognition. FEC not only drives significant business growth for merchants but also generates added value for users, actively contributing to the globalization of digital trade and setting a new benchmark for industry innovation.

### Digital Trade Chain (DTC)

The Digital Trade Chain (DTC) is a consortium blockchain jointly initiated by over 1,000 member enterprises, dedicated to building a secure, efficient, and user-friendly foundational infrastructure for the Global Digital Trade Industry Alliance.

With fully independent intellectual property rights, DTC adopts a decentralized governance model combined with consortium collaboration, ensuring transparency, security, and trust across its network. As a fully compliant and legally recognized blockchain infrastructure, DTC provides a sustained, secure, and reliable framework to establish an open and accessible digital asset circulation network — comprehensively empowering the global digital trade ecosystem.



## Jiayuan Oriental Sochi Hotel

Located on the west coast of Hainan Province, China, the Jiayuan Oriental Sochi Hotel is a comprehensive hotel in Dongfang City. It forms an essential part of the “North Latitude 18° · Dongfang Sochi” Russian cultural tourism complex. Recognized as a national key cultural industry project by the Ministry of Culture in 2014, it officially opened in November 2018.



## Red Chamber Food Court, Kuala Lumpur, Malaysia

Located in the heart of Kuala Lumpur, the Red Chamber Food Court is a famous culinary destination for both locals and tourists. The food court offers a wide range of traditional Malaysian dishes, Chinese cuisine, Indian flavors, and international fare. The food court currently supports FEC payments, earning rave reviews from consumers.



## Hong Kong POWER DUTY FREE

A renowned duty-free store in Hong Kong, POWER DUTY FREE brings together luxury international brands, including high-end watches, jewelry, cosmetics, perfumes, and tobacco. The store supports a variety of payment methods, including FEC, and boasts a prime location near Victoria Harbour and the Avenue of Stars, making it an ideal destination for exploring Hong Kong and enjoying premium shopping experiences.



## 2041MALL

2041MALL, the world's first "shop-to-earn" Web3.0 shopping platform, was strategically incubated by Data Union Capital under the "Digital Trade - 2041 Global Development Strategy". As the flagship ecosystem application for the Data Trade Union's (DTU) FEC digital coupon system, the platform launched with an impressive foundation of 30 million partners, 5 million daily active users, and 2,000 corporate collaborators. Powered by smart contracts and innovative business models, 2041MALL empowers enterprises across industries while enabling consumers to accumulate wealth through seamless shopping experiences, redefining modern commerce.



## Tokyo's Ginza

Ginza is one of Tokyo's most iconic commercial districts, renowned for its luxury shopping, dining, and entertainment venues, often regarded as one of Asia's most vibrant urban areas.



## **7. Risks and Challenges**

### **7.1 Technical Risks**

Although blockchain technology offers transparency and decentralization, it still carries potential technical risks. Vulnerabilities in smart contracts or security flaws at the protocol level can expose the system to hacker attacks, leading to asset theft or platform disruptions. Maintaining and upgrading decentralized networks can also present technical challenges; a critical node failure could impact the entire system's stability. As blockchain technology rapidly evolves, projects must continuously update and optimize their technical infrastructure to remain competitive. However, this can increase the difficulty of implementation and may affect project stability.

### **7.2 Compliance and Regulatory Risks**

The blockchain and cryptocurrency sectors face regulatory uncertainty worldwide. Different countries have varied stances on blockchain and cryptocurrency, with some encouraging innovation and others imposing strict regulations or outright bans. Such regulatory ambiguity poses significant challenges for global expansion and compliance. Failure to meet legal requirements in certain regions may result in shutdowns, penalties, or loss of legal standing. Additionally, as governments enhance regulations around anti-money laundering and anti-terrorism financing, projects must be prepared to meet increasingly complex compliance requirements.

### **7.3 Market Volatility and Operational Risks**

The high volatility of cryptocurrency markets poses significant market risks. Price fluctuations in crypto assets may undermine investor confidence, affecting project liquidity and trading activity. Extreme market volatility can lead to panic selling, creating liquidity crises.



Furthermore, intense competition increases operational pressure; new entrants, shifting market demands, and potential user attrition can impact a project's long-term viability. To sustain operations, projects must remain flexible to market changes, continually optimizing business models and operational efficiency to mitigate risks from market volatility.