

WEEKLY UPDATE

Weekly Update (#9) for \$WMF 2nd August 2022 (week 31)

1. Fund round 2 results 1/6 weeks (week 30):

Achieved result (BRC/BRISE) : 41,8 Bil BRISE (+2,4% vs 40,8 Bil BRISE weekly KPI)

Sources of profit: 100% arbitrage

Achieved result (BSC/BNB) : 41,4 BNB (-4,3% vs 43,3 BNB weekly KPI)

Sources of profit: 100% trading on Top10 pairs

Cumulative result as above as it is week 1/6.

2. APR on both 45 day pools revised to roughly 6% (extra staking rewards).

3. 15 day pools on BRC & BSC functioning and paying high APR for those who join later or missed Round 2. Will always be operational.

4. NFT Fund Round final info to be shared in separate announcement later this week, with concrete launch date, prices, tier analysis. Shall be included in next week's report also.

5. Marketing campaigns update.

- Over 100 press releases to be done this week-alone- to start promotion of NFT Fund Round upcoming in August.

- Google Ads campaigns launched – second week achieved over 32.000 visits, KPI achieved and continuing- very positive results in new investors as well as site KPIs now being measured.

- Twitter Ads campaigns launched- second week achieved 28.000 reach.

- Mistake on publishing details from AVAZONA- removed half Press releases due to that error after our team's request- will revise for launching the rest this week with different content.

- Economical (elite) sites articles & press releases has been decided by marketing to be launched early August with target to promote NFT Fund Round launch. ✓

- Casperer channel first Youtube partnership video launched with over 30.000 views already and new community members

- Bilingual (Polish & English) Youtube channel partnership finalized, video to be launched this week.

- Trending on [Crypto.com](https://crypto.com) campaign (very successful) to continue this week also.

- CMC trending campaign with very positive results – to be re-run 3 more times this week.

6. NEW : Weekly podcast/VC in our channel every Wednesday 19:00 GMT by @Holla Holla with @TonyWM and guest investors coming weeks! Will discuss weekly report and news for more engagement!

7. Next FIAT investors meeting this weekend 5th-7th August (in the island of Corfu) concerning NFT round participation. Results to be shared in next weeks report.

8. Site (Whalemaker.fund) refinement completed & launched with Newsletter function and ability to subscribe in order to receive weekly report and any significant info to your email without hassle, as well as new functionalities for campaigns (analytics, mailing list, CMC widget tool, buy links).

Don't forget to subscribe for weekly reports!

Further upgrades and functions to be added to the site within August, new site team working on it.

9. CEX listing discussions and evaluation has started- plan to announce final decision within August.

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