CHARACTER CULTURE, CONNECTED.

YURU COIN
WHITEPAPER

From characters people love to participation that lasts, and new projects that grow.



12 CHAPTERS

12 VISUAL GUIDES

2026 Web revision draft

English edition · a visual guide to the YURU project

READ / EXPLORE / UNDERSTAND

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This draft separates verified information from future proposals. It is distinct from the original published in 2025.

REAL PEOPLE. REAL CHARACTERS.

It starts with a connection.



Characters and fans at the Yuruverse 2026 awards ceremony.





MEET / SUPPORT / STAY CONNECTED

These photographs document Yuruverse 2026. YURU aims to connect encounters at events with games, project updates and ongoing participation.

Photograph and character rights remain with their respective owners. Sources and subjects are listed on page 30.

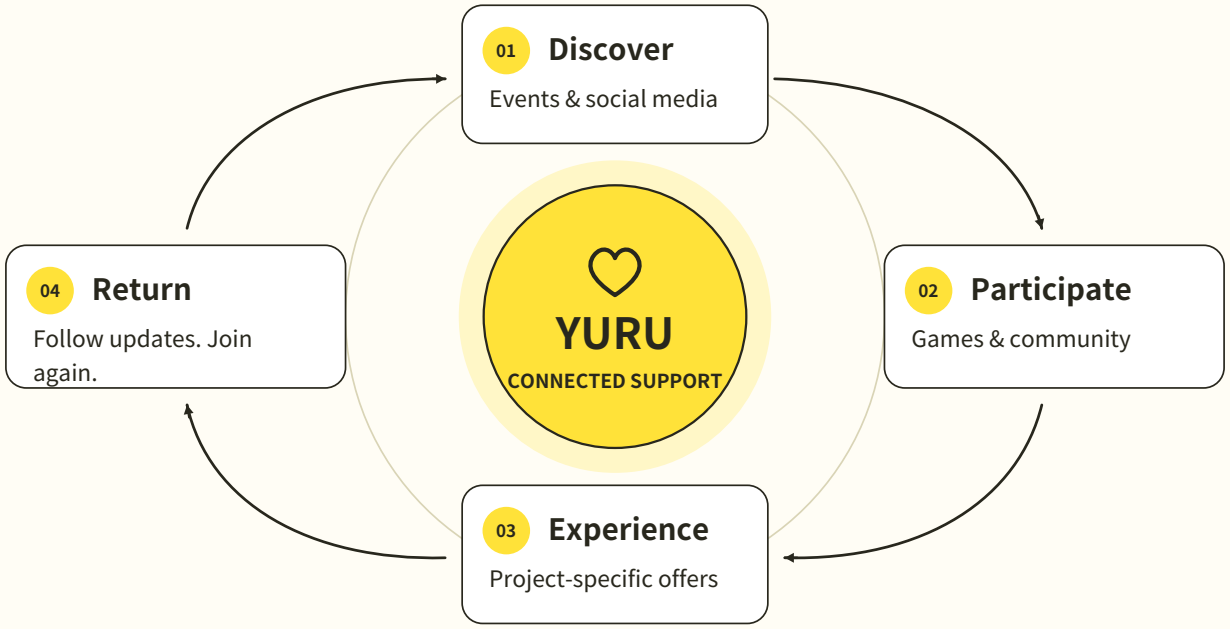
01 OVERVIEW

A world built around YURU COIN

Start with Japanese characters. Build a place where support continues and new projects can grow.

FIGURE 01 THE IDEA AT A GLANCE

YURU / FIG. 01 UNDERSTAND THE SYSTEM



The participation cycle YURU aims to build. Buying a token is not required for every experience.

Support becomes the next experience

The participation cycle YURU aims to build. Buying a token is not required for every experience.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

01 OVERVIEW

A world built around YURU COIN

CONTEXT & IMPLEMENTATION

YURU COIN connects the character culture associated with the Yuru Chara Grand Prix to digital ways of taking part. With YURU, a token on Solana, as a shared connection, the project aims to bring together YuruFun, games, communities and local activities.

Meet a character you love at an event. Keep playing, join new activities, follow its story and visit again. For fans, this creates an ongoing source of enjoyment. For rights holders, it can become a foundation for new products and activities.

This 2026 Web revision draft brings together service and token information that can currently be checked, alongside the proposed business direction. Features not yet available, collaborations without finalized agreements and future businesses are identified as proposals. This document is separate from the whitepaper published in 2025. Details identifying the current token are based on the 2026 migration announcements.

KEY POINTS

01 Characters provide the first point of connection

02 Games and communities create everyday reasons to return

03 The business focuses on experiences people keep using

04 YURU is the shared token at the center of the proposed connections

02 CULTURE & OPPORTUNITY

From character culture to lasting relationships

Turn the excitement of a single event into continued support and participation.

FIGURE 02 THE IDEA AT A GLANCE

YURU / FIG. 02 UNDERSTAND THE SYSTEM

AN EVENT CAN BE THE START OF A LASTING RELATIONSHIP

Connect the moment at the venue to games, updates and the next visit.



BEFORE

Discover the story

Explore the character and place. Find an activity you care about.

AT THE EVENT

Meet and take part

Meet the characters and enjoy the event experience.

AFTERWARDS

Keep connected

Stay involved through games and official updates.

NEXT TIME

Meet again

Return for another project or visit the region.

A RELATIONSHIP THAT CONTINUES

An experience-design example, not a claim that every feature is available at a particular event.

Connect before, during and after an event

An experience-design example, not a claim that every feature is available at a particular event.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

02 CULTURE & OPPORTUNITY

From character culture to lasting relationships

CONTEXT & IMPLEMENTATION

Local characters make tourism, culture, regional products and the stories of towns and businesses easier to connect with. The Yuru Chara Grand Prix and Yuru Verse have created opportunities for many different characters and their fans to meet.

The official report for Yuru Verse 2026 records 435 characters participating online, 135 attending in person, 2,290,603 votes and approximately 35,000 visitors over two days. These are event figures. They are not counts of YURU holders, service users or intellectual properties owned by this project.

The YURU vision looks beyond that first meeting. Fans can follow a character after the event, play a game, use a benefit and join the next activity. The aim is to create digital paths that help communities and rights holders build relationships that do not depend on one-off attendance.

KEY POINTS

01 Keep people informed before and after events

02 Offer games and experiences that give people a reason to return

03 Develop products and activities with rights-holder permission

04 Make activities visible and introduce the next opportunity to participate

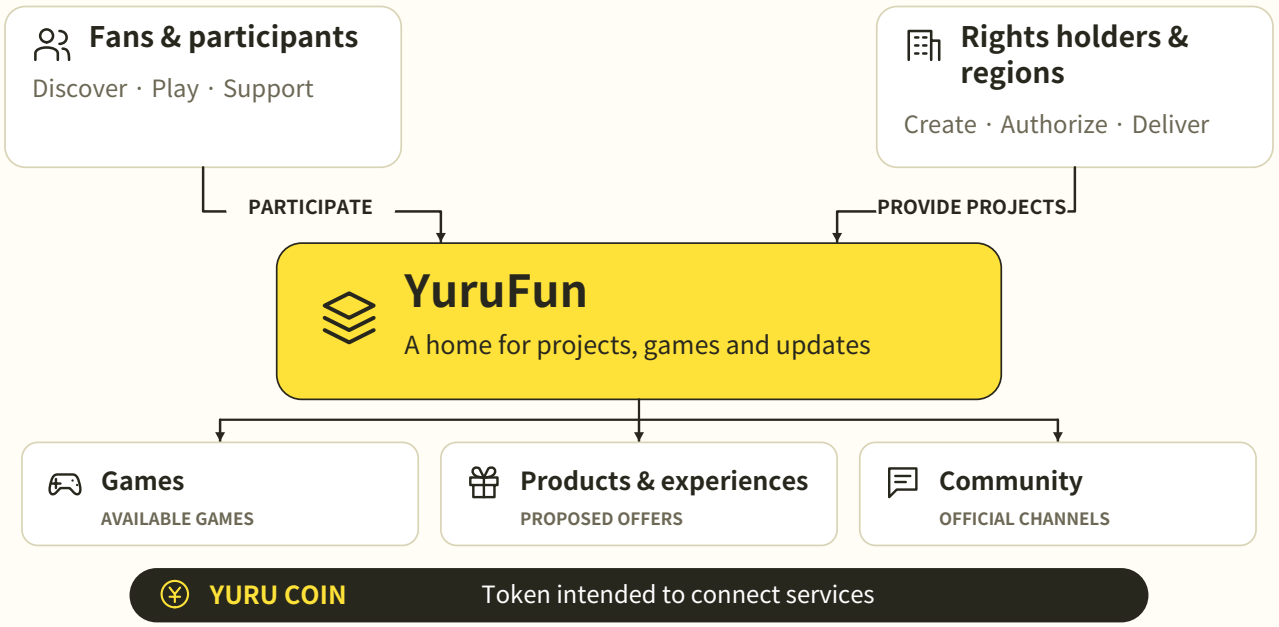
03 ECOSYSTEM

The ecosystem around YURU

Discover, participate and use. Connect different moments into one continuing experience.

FIGURE 03 THE IDEA AT A GLANCE

YURU / FIG. 03 UNDERSTAND THE SYSTEM



Service roles and planned connections. Each project defines its own participation terms.

Who participates, where and how?

Service roles and planned connections. Each project defines its own participation terms.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

03 ECOSYSTEM

The ecosystem around YURU

CONTEXT & IMPLEMENTATION

The Yuru Chara Grand Prix and Yuru Verse are starting points for discovering characters. YuruFun is positioned as a platform connecting participation, products and activity information. Games and the proposed Yurupo connections are intended to give people everyday reasons to return between events.

YURU COIN is the shared token at the center of connections between these services and activities. This does not mean that buying tokens is required for every service. The publicly available YURU Puzzle offers a way to try the experience without a wallet or payment.

Individual products involving intellectual property (IP) or real-world assets (RWA) would be designed separately from YURU itself. Each product must explain its rights, permitted uses and provider in its own terms. Holding YURU alone does not grant copyright ownership or ownership of physical assets.

KEY POINTS

01 Events: discovery and first connections

02 YuruFun: a shared platform for participation and information

03 Yurupo and games: everyday connections, including proposed integrations

04 YURU: a shared token for proposed participation and use

05 IP and RWA: proposed individual products with their own terms

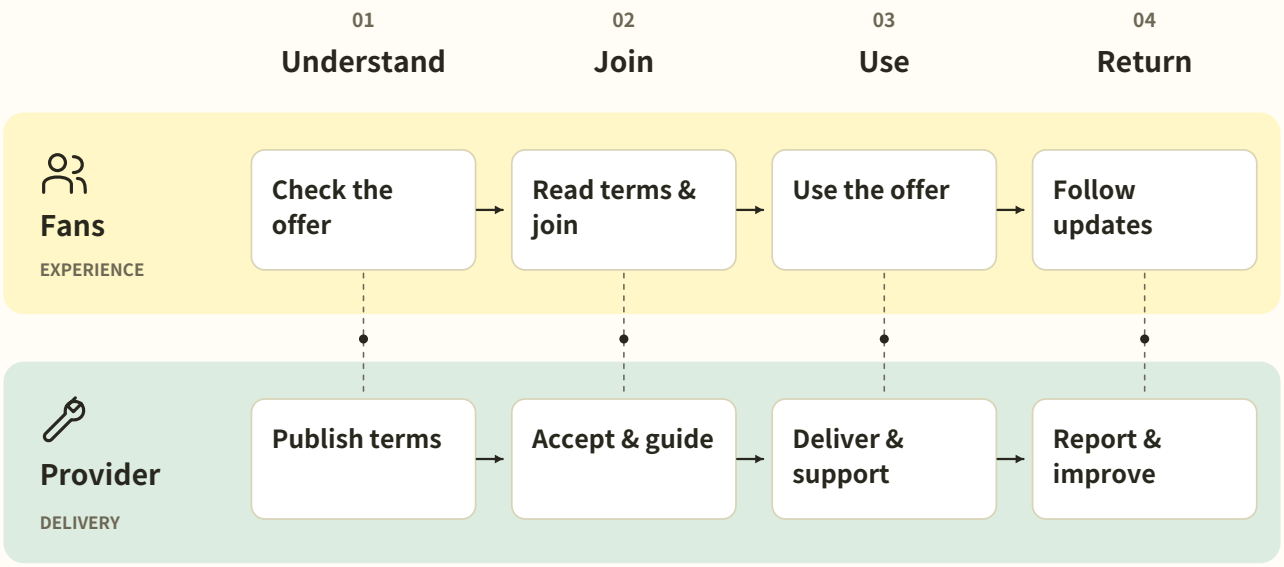
04 PRODUCT & EXPERIENCE

An experience for fans and creators

Let people join through a character they love, before they need to understand the technology.

FIGURE 04 THE IDEA AT A GLANCE

YURU / FIG. 04 UNDERSTAND THE SYSTEM



PLAN RESPONSIBILITY THROUGH DELIVERY AND FOLLOW-UP

A project needs delivery, support and updates—not just a launch.

Design the experience beyond sign-up

A project needs delivery, support and updates—not just a launch.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

04 PRODUCT & EXPERIENCE

An experience for fans and creators

CONTEXT & IMPLEMENTATION

The fan journey is designed around discovering, choosing, joining, using and returning. Each activity should clearly show the character involved, entry requirements, available benefits and relevant dates. After participation, reports and new opportunities help people stay connected.

For rights holders, the process runs from consultation and rights checks through product design, launch, operation, reporting and settlement. The focus is not simply selling a benefit. It is delivering that benefit, answering questions and providing enough information to decide what comes next.

For example, someone might discover a local character at an event, try a mini-game, learn about a limited regional experience, visit the area and return for another activity. This is an example of experience design. It does not represent a signed agreement with a particular character or a feature that has already launched.

KEY POINTS

01 Fans: understand the terms and receive something worthwhile from taking part

02 Rights holders: define permission and delivery responsibilities, then build on the results

03 Operators: support participation, delivery, settlement and questions throughout the process

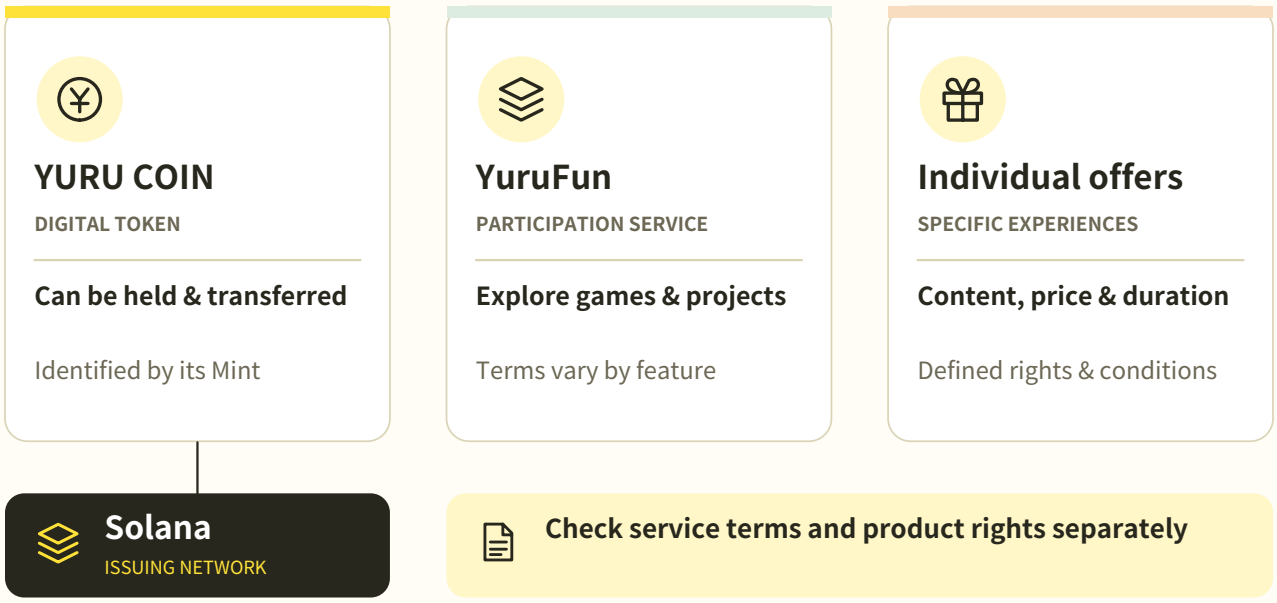
05 TOKEN DESIGN

Token specifications and intended uses

Identify the new YURU by its mint address.

FIGURE 05 THE IDEA AT A GLANCE

YURU / FIG. 05 UNDERSTAND THE SYSTEM



Holding YURU alone does not grant IP copyrights or ownership of real-world assets.

A token and a service have different roles

Holding YURU alone does not grant IP copyrights or ownership of real-world assets.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

05 TOKEN DESIGN

Token specifications and intended uses

CONTEXT & IMPLEMENTATION

YURU is an SPL token on Solana. The new mint address in the official exchange migration announcements from October 2026 is 83xGH23oFrEFsovtpnEYPHc4iYvtyVpquwV91A8bYuRu. Check both the network and the full mint address. A display name or ticker alone is not enough to identify a token.

On November 10, 2026, Solscan showed a total supply of approximately 9.4 million YURU (9,399,999.930901), with six decimal places. Total supply is different from circulating supply. Price, market capitalization, trading volume and circulation change over time, so this document does not present fixed figures as a basis for an investment decision.

The business vision considers connections to service use, participation across different activities and benefits. The features adopted, launch timing, available regions and funding would be decided for each service. Increased use and an increase in token price are not the same thing.

Allocations, unlock schedules, operator holdings and reward funding should be disclosed using finalized current documents alongside on-chain information. The allocation chart in the old whitepaper is not reused as a confirmed allocation for the new token. This revision does not state unverified allocation percentages or returns.

KEY POINTS

01 Name: YURU COIN / Ticker: YURU

02 Network: Solana / Standard: SPL

03 Supply: approximately 9.4M YURU, checked November 10, 2026

04 Token ownership is separate from rights attached to individual products

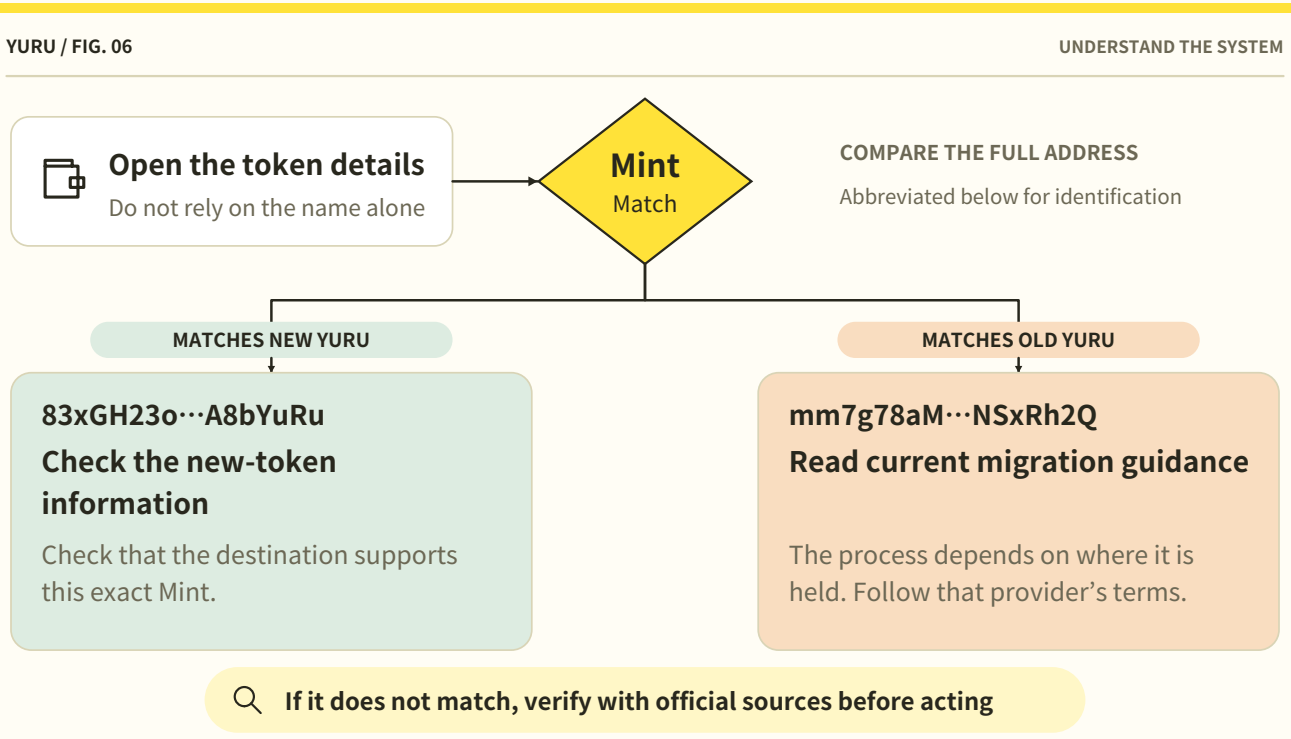
05 No guarantee of future returns, price or buybacks

06 TOKEN MIGRATION

Understanding the token migration

The process depends on where your tokens are held.

FIGURE 06 THE IDEA AT A GLANCE



Check the token's Mint address and current official guidance to see whether migration is needed.

Identify the YURU in your wallet

Check the token's Mint address and current official guidance to see whether migration is needed.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

06 TOKEN MIGRATION

Understanding the token migration

CONTEXT & IMPLEMENTATION

The previous mint address is mm7g78aMJZv8QB4Q15qbsM3UQJZWof85vwC2NSxRh2Q. Both versions may appear under the YURU name. Before sending tokens, check which mint the receiving service supports. Do not send the old token to a deposit destination intended for the new token, even if the names look the same.

In its official announcement on October 15, 2026, Toobit reported completion of the automatic 1:1 swap and the resumption of trading, deposits and withdrawals. It stated that deposits and withdrawals of old tokens were no longer supported. Check your account and the latest announcements for your balance and current service status.

WEEX announced relisting with the new mint, but stated that it would not automatically swap old YURUOLD holdings. Its instructions direct users through a personal wallet to the YuruFun swap process. The announcement describes distribution on the tenth day of the following month. Check YuruFun for your application status, current requirements and the latest schedule.

CoinMarketCap and CoinGecko both have YURU pages, but their migration updates differ. When checked on November 10, 2026, CoinGecko displayed the new mint while CoinMarketCap displayed the previous mint. Before comparing prices, supply or charts, confirm which mint each page describes.

KEY POINTS

01 Read the swap policy of the service holding your tokens

02 Match the network and the full mint address

03 Follow instructions through official YuruFun or exchange channels

04 Never share your private key or seed phrase

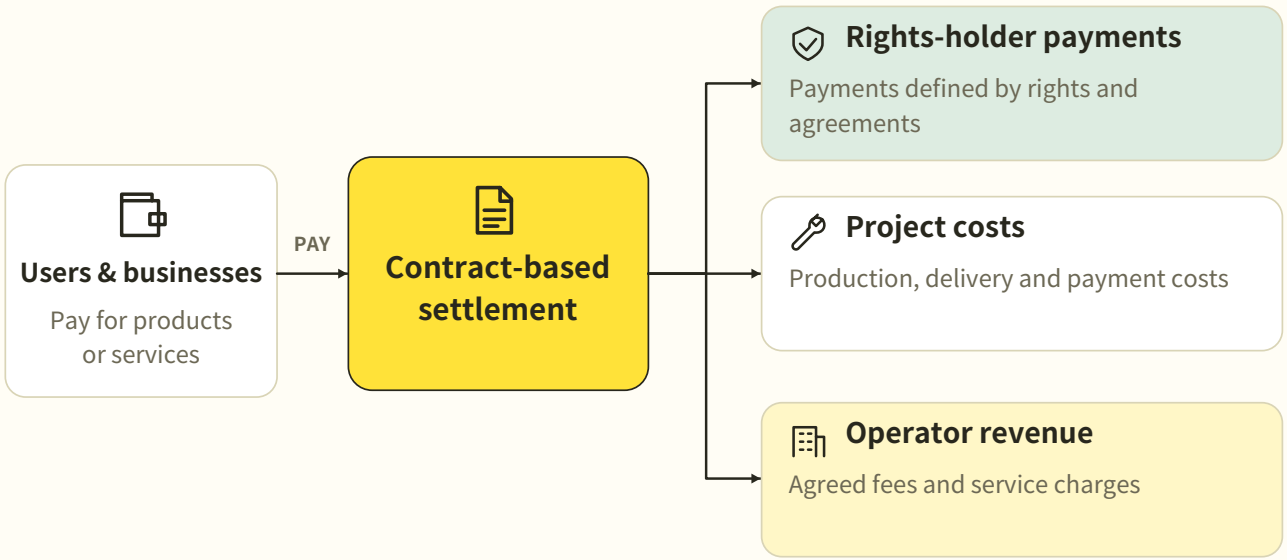
07 BUSINESS MODEL

A marketplace where IP can grow

Build a business that can deliver the next project, as well as attract new participants.

FIGURE 07 THE IDEA AT A GLANCE

YURU / FIG. 07 UNDERSTAND THE SYSTEM



TOTAL PAYMENTS ≠ OPERATING PROFIT Revenue also funds development and operations

A proposed business model. Total payments are not operating profit and do not imply dividends for token holders.

Separate revenue from partner payments

A proposed business model. Total payments are not operating profit and do not imply dividends for token holders.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

07 BUSINESS MODEL

A marketplace where IP can grow

CONTEXT & IMPLEMENTATION

The aim is a place where people can discover IP projects, understand their content and terms, participate and continue following their activity. An "IP marketplace" describes this business vision. It does not mean that the launch of a stock exchange or financial product has been decided.

The proposed revenue streams are product development and onboarding support, sales or handling fees, ongoing operating services, and sponsorships or joint activities. Rights holders and businesses would pay for defined work such as planning, setup, launch preparation, participant management and activity reporting.

Not every payment by a user becomes operating revenue. Settlement with rights holders, payment and benefit costs, and the revenue belonging to the operator must be separated. Development and operating costs are then considered when assessing sustainability. Fees and allocations would be set in individual agreements.

Growth would be evaluated through a combination of active IP projects, participants per activity, repeat use and project-level economics. This is not a model in which operating revenue is automatically distributed to YURU holders. This document does not promise dividends or a right to revenue based on token ownership.

KEY POINTS

01 Product development and onboarding: planning and launch preparation

02 Sales and handling: operation of the relevant transactions

03 Ongoing operations: information management and activity reporting

04 Sponsorship and collaboration: events and joint activities

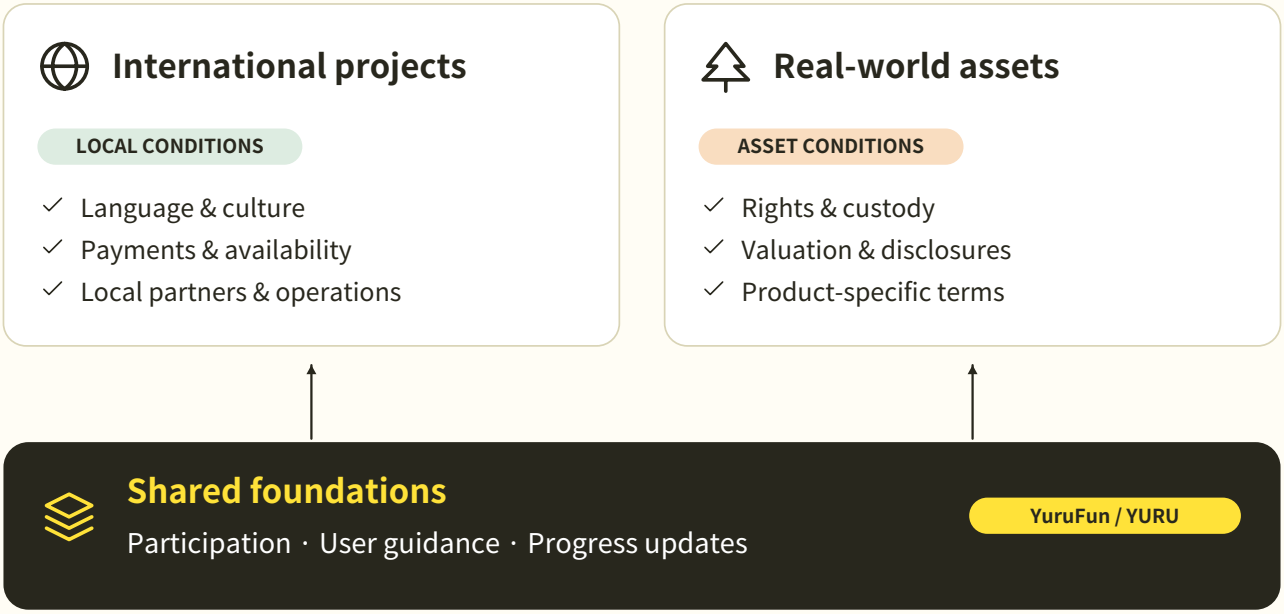
08 GLOBAL & RWA

From Japan to the world, and into new fields

Build a shared participation platform while defining the terms for each region and product.

FIGURE 08 THE IDEA AT A GLANCE

YURU / FIG. 08 UNDERSTAND THE SYSTEM



Overseas and RWA expansion are future plans, assessed separately once local and asset-specific conditions are in place.

What can be shared? What must be specific?

Overseas and RWA expansion are future plans, assessed separately once local and asset-specific conditions are in place.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

08 GLOBAL & RWA

From Japan to the world, and into new fields

CONTEXT & IMPLEMENTATION

International expansion means more than exporting Japanese IP unchanged. Experiences would be adapted to local language, culture, events, payment methods and service terms. The vision is to connect encounters with Japanese characters to ongoing participation overseas.

RWA means real-world assets. The project is exploring whether participation management and ongoing reporting developed for IP could be applied to areas such as art, property or forests. Asset rights, custody, valuation, income and exit terms differ by project. Simply holding YURU does not provide an ownership interest in an asset.

For environmental and forestry activities, records of work must be distinguished from certified environmental value. Having technology or data alone does not establish certification or issuance of carbon credits. Each proposal would need to define its region, responsible manager and the roles of specialist organizations.

Solana is the current technical foundation. A dedicated blockchain is a long-term area for evaluation, based on usage, operating costs, maintenance, security and whether migration would be necessary. No introduction date or migration decision has been finalized.

KEY POINTS

01 International: adapt experiences to local needs

02 IP: develop products under defined permissions and terms

03 RWA: define asset rights, management and reporting individually

04 Technology: expand in response to actual usage

09 ROADMAP

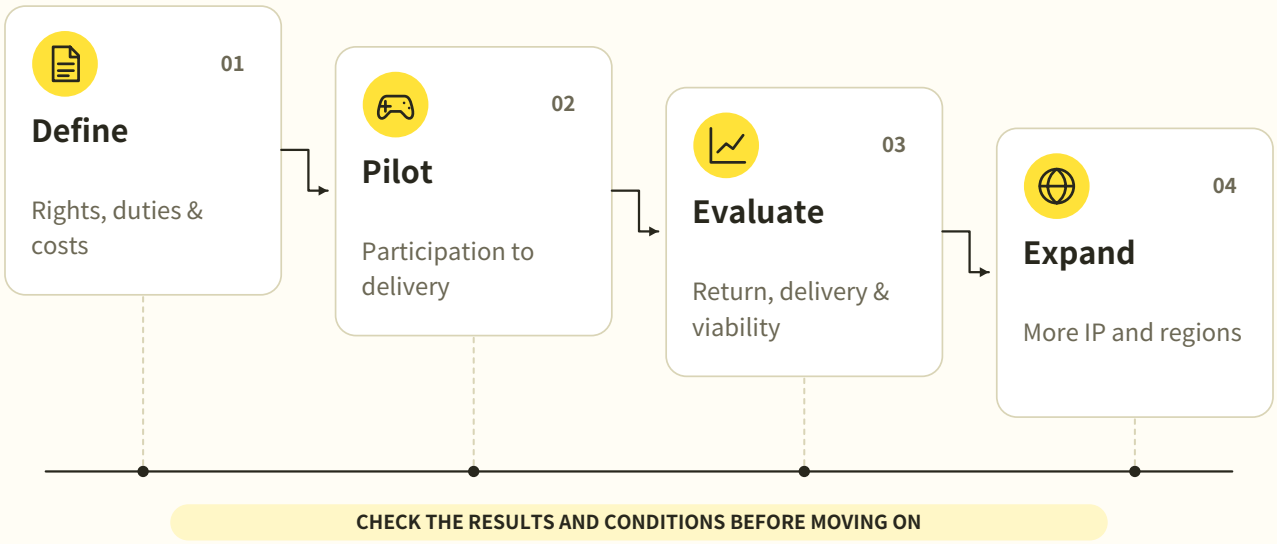
Validate in stages, then expand

Start by connecting participation, delivery and reporting for one project.

FIGURE 09 THE IDEA AT A GLANCE

YURU / FIG. 09 UNDERSTAND THE SYSTEM

A ROADMAP OF STAGES AND DECISION CRITERIA



These are development stages and decision criteria, not guaranteed delivery dates.

Validate each stage before expanding

These are development stages and decision criteria, not guaranteed delivery dates.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

09 ROADMAP

Validate in stages, then expand

CONTEXT & IMPLEMENTATION

The proposed first stage defines the IP involved, the experience, the responsible team, rights, costs and measures of success. A limited group of participants would then use the service, including benefit delivery, support and issue resolution. The results would inform the conditions for continuing and the next project.

After testing operations with a small number of IP projects, the aim is to establish shared processes for publishing, participation and settlement. Expansion overseas or into RWA would depend on evidence of repeat use and operating quality in the earlier services, as well as the terms required for each region and product.

The direction toward 2030 is to develop marketplace functions that attract a continuing flow of IP and activities, and that fans and rights holders can use over time. This roadmap is a business proposal, not a guarantee of delivery or completion dates. It will be updated as agreements, budgets, development and usage change.

KEY POINTS

01 PHASE 01: establish the foundation and clarify terms

02 PHASE 02: test participation and use with a small number of IP projects

03 PHASE 03: standardize ongoing operations across multiple projects

04 PHASE 04: expand gradually into suitable overseas and RWA opportunities

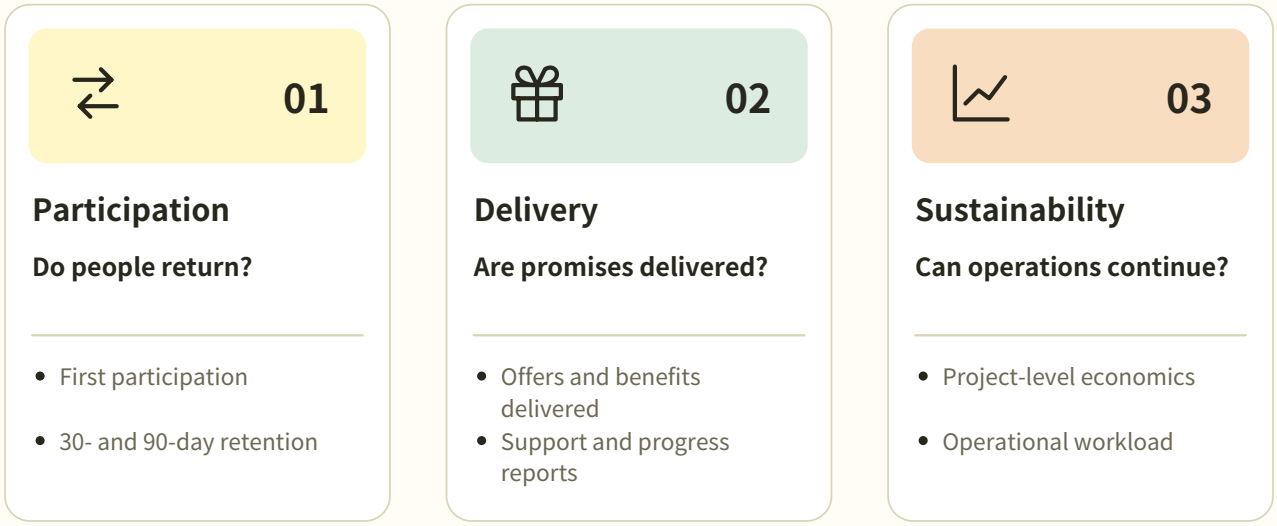
10 OPERATIONS & DISCLOSURE

Sustainable operations and clear information

Make it easy to see what is available today and what is still being planned.

FIGURE 10 THE IDEA AT A GLANCE

YURU / FIG. 10 UNDERSTAND THE SYSTEM



Proposed evaluation metrics, not published performance results.

Measure use and delivery, not only price

Proposed evaluation metrics, not published performance results.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

10 OPERATIONS & DISCLOSURE

Sustainable operations and clear information

CONTEXT & IMPLEMENTATION

Service availability, token specifications, individual project terms and future business plans should be presented separately. Dates and original sources help readers avoid confusing old documents with current specifications. That clarity is part of building a service people can continue to use.

The proposed operating structure separates business and IP development, engineering, operations and settlement, and specialist partnerships. Each project would identify the contracting entity and who is responsible for delivery. Collaborations and character listings should be presented only within the scope of the necessary permissions and agreements.

Progress is not measured by token price alone. The aim is to organize measures such as active IP projects, first-time participation, 30-day and 90-day retention, benefit delivery rates, support responses and project-level financial results. This document proposes those measures; it does not publish achieved results for them.

KEY POINTS

01 Distinguish specifications from proposals

02 Show update dates and links to primary sources

03 Clarify permission, responsibility and settlement

04 Evaluate participation, retention, delivery and economics

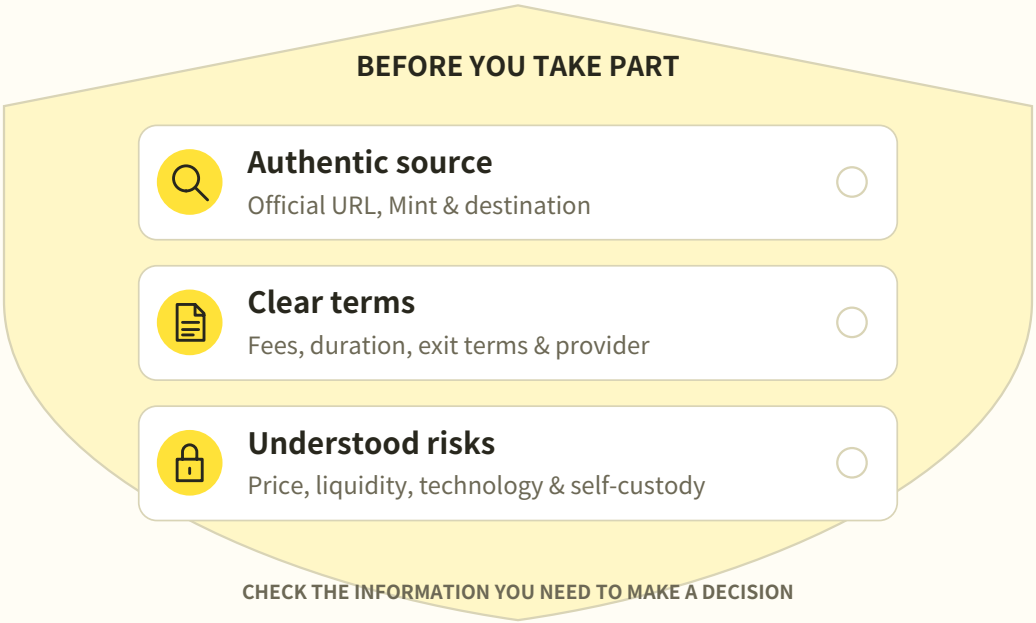
11 RISKS & CONSIDERATIONS

What to understand before taking part

Know how the token and services work so you can make informed choices.

FIGURE 11 THE IDEA AT A GLANCE

YURU / FIG. 11 UNDERSTAND THE SYSTEM



Read the current terms of each service before using it or making a transaction.

Three things to check before taking part

Read the current terms of each service before using it or making a transaction.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

11 RISKS & CONSIDERATIONS

What to understand before taking part

CONTEXT & IMPLEMENTATION

Cryptoasset prices fluctuate. When liquidity is low, a trade may not be possible at the price or time you want. There is no guarantee of principal, price, returns, future listings or buybacks. Exchange availability depends on where you live and the service terms.

Users are responsible for protecting their wallet private keys and seed phrases. Sending to a wrong address or network, using a fake site, responding to impersonators or approving a malicious transaction can cause a loss of assets. Use official links and check what you are authorizing.

Blockchains, smart contracts and external services may have faults or outages. Features, rewards, partnerships, events and roadmaps may change. Before using staking or a similar service, check the source of rewards, lock period, early exit rules, fees and provider for that specific offering.

This document provides information to help readers understand the project. It is not an individual trading recommendation, a promise of investment returns or an offer to acquire assets or shares. Refer to the latest announcements and individual service terms, and check formal disclosures for matters that have not yet been finalized.

KEY POINTS

01 Price volatility and liquidity

02 Self-custody, incorrect transfers and impersonation

03 Technology, operations and third-party services

04 Individual product terms and available regions

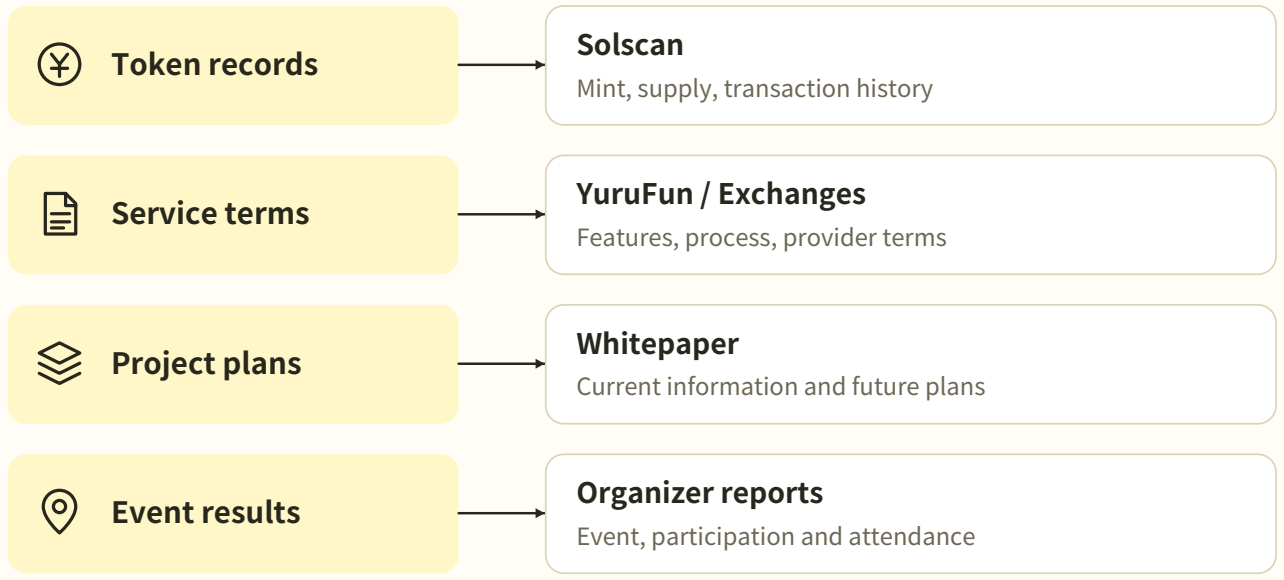
12 REFERENCES & VERSION

Sources and revision history

Keep original information within reach.

FIGURE 12 THE IDEA AT A GLANCE

YURU / FIG. 12 UNDERSTAND THE SYSTEM



Check the token, service and period covered—not just the publication date.

Use the right source for each question

Check the token, service and period covered—not just the publication date.

CONTINUE FOR CONTEXT AND IMPLEMENTATION

12 REFERENCES & VERSION

Sources and revision history

CONTEXT & IMPLEMENTATION

The reference date for this revision is November 10, 2026. The business vision is based on the 36-page illustrated YURU COIN business vision document dated November 9, 2026. The primary sources below support the descriptions of public services, migration information and event results.

The whitepaper published in 2025 includes information that differs from the current token, including the previous supply and allocation. The original remains available as a historical document and is distinguished from the description of the new mint in 2026. This revision does not alter that earlier document.

An updated allocation table, detailed authority settings, finalized lock and reward terms, and individual service conditions should be added as formal documents are updated. Unverified figures and collaborations without completed agreements are not presented as confirmed facts.

KEY POINTS

01 November 10, 2026: 2026 Web revision draft prepared

02 Business proposals separated from available features and confirmed information

03 Exchange migration announcements and both mint addresses included

04 Link to the original 2025 whitepaper retained

Sources & links

RETURN TO THE ORIGINAL SOURCE

01

YURU COIN official website

Project overview and official links

https://coin.yurugp.jp/

02

Original whitepaper (2025)

Historical document including previous-token information

https://coin.yurugp.jp/ホワイトペーパー/

03

YuruFun

Services, games and swap guidance

https://yuru.fun/

04

Yuru Verse 2026 event report

Character participation, votes and attendance

https://www.yurugp.jp/navi_news/116

05

Toobit swap completion announcement

October 15, 2026: automatic 1:1 swap completed

https://www.toobit.com/en-US/announcement/toobit-completes-yuru-coin-yuru-token-swap-26-10-15

Sources & links

RETURN TO THE ORIGINAL SOURCE

06

WEEX new-contract relisting announcement

New and previous mints; differences in swap procedure

https://www.weex.com/help/articles/vhb5di1ag8u3b9dgv9qyniaf

07

Solscan: new YURU

On-chain information for the new token

https://solscan.io/token/83xGH23oFrEFsovtpnEYPHc4iYvtyVpquwV91A8bYuRu

08

CoinGecko

New mint displayed when checked

https://www.coingecko.com/en/coins/yuru-coin

09

CoinMarketCap

Previous mint displayed when checked

https://coinmarketcap.com/ja/currencies/yuru-coin/

REVISION NOTE

Review date: November 10, 2026. This document organizes public information and project plans. Consult each source for current service terms, specifications and updates.

Image credits



Characters and fans at the Yuruverse 2026 awards ceremony.

Source: Yuru Navi

https://www.yurugp.jp/navi_news/115



Matatabikun takes the stage for a quiz about T-CAT and its mascot.

Source: Yuru Navi / Tokyo City Air Terminal Co., Ltd. (Matatabikun)

https://www.yurugp.jp/news/1884



Matatabikun, Maitan and Hachamaru meet at the event, connecting communities across regions.

Source: Yuru Navi / Tokyo City Air Terminal Co., Ltd. (Matatabikun)

https://www.yurugp.jp/news/1884

Yuruverse 2026 / October 3-4, 2026

GMO Arena Saitama / Keyaki Hiroba

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YURU COIN

CHARACTER CULTURE, CONNECTED.