



ESG-IN FOUNDATION

Building the world's most comprehensive
ESG action infrastructure.

»» **Trash is Bonus. Action is Asset.**
The Trust Protocol



Connecting **Actions** to **Assets**

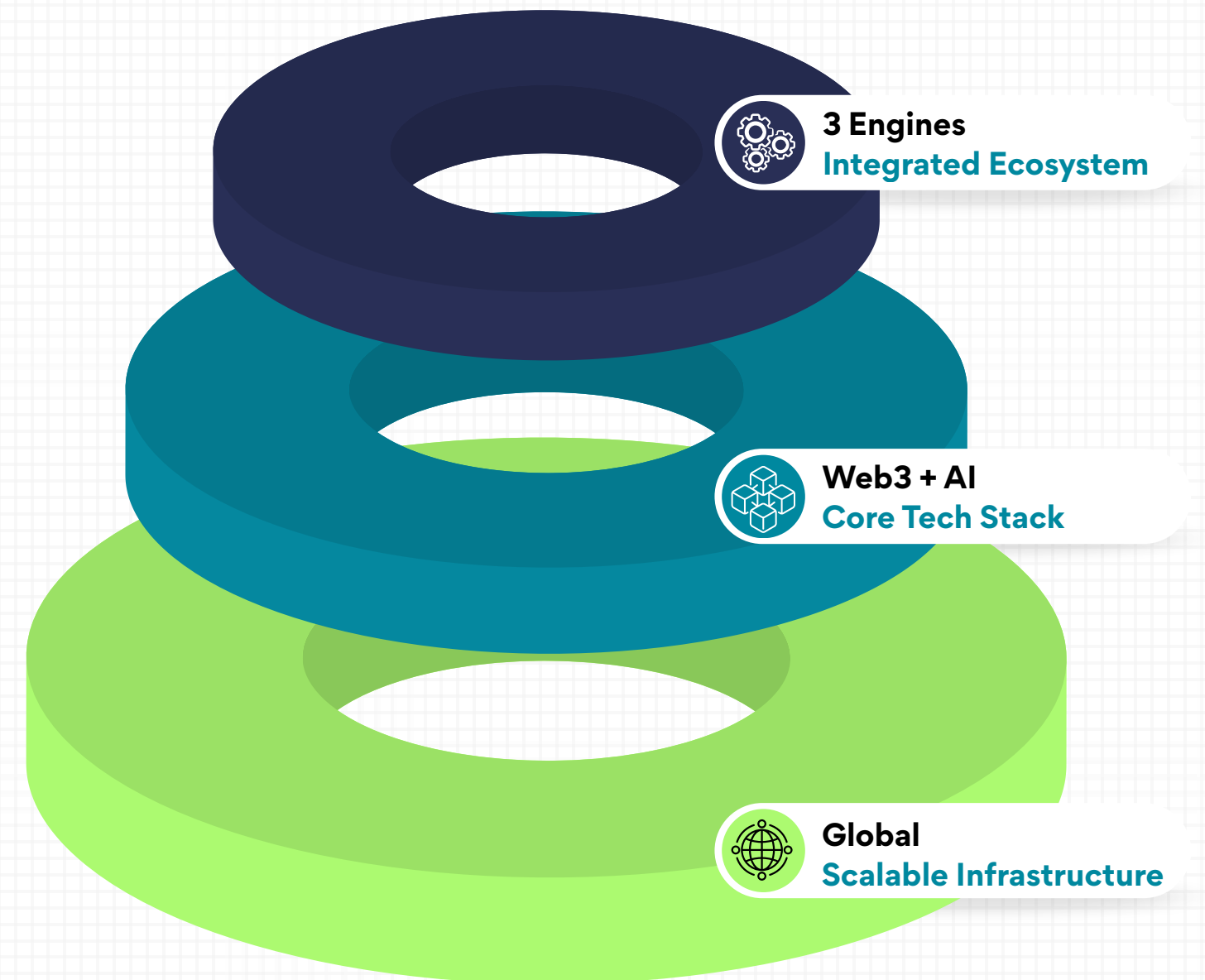
"To build the world's most comprehensive ESG action infrastructure — connecting communities, corporations, and capital."

Mission

Building a verifiable bridge between individual environmental actions and global ESG capital markets through blockchain and AI technology.

Vision

A world where every recycling effort, tree planted, and community cleanup is measured, verified, and rewarded as a tradeable digital asset.



Trust is Broken in the ESG Data Chain.

01

Fragmented & Self-Declared



Traditional ESG reporting relies on unverified corporate self-declarations. Data is siloed, inconsistent, and often lacks third-party validation, leading to **"greenwashing"** skepticism.

02

Invisible Community Action



Billions of small environmental actions—recycling, cleanup, planting—happen daily but remain invisible to corporate ledgers. This vast source of real impact data is entirely wasted.

03

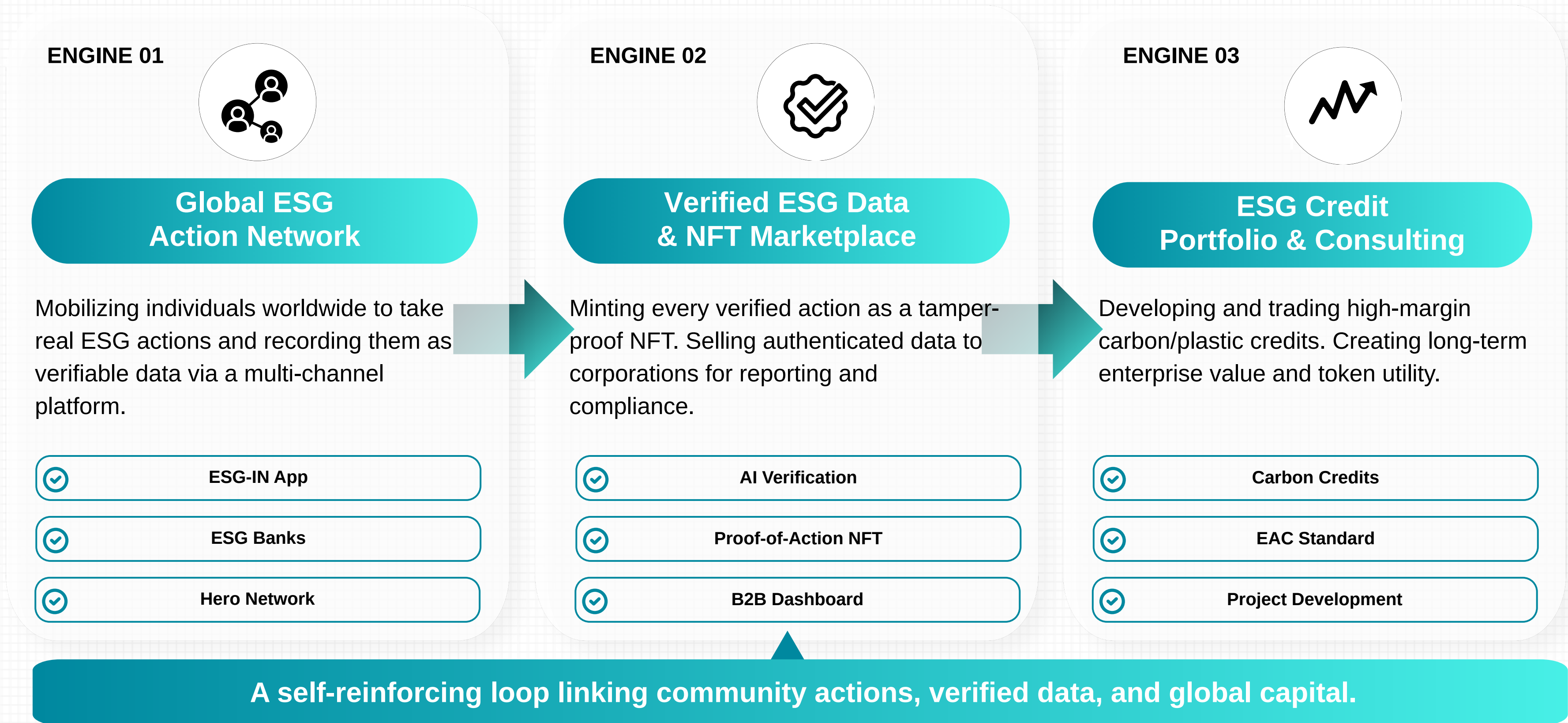
Slow & Costly Verification



Current verification processes are manual, slow, and expensive. Audits happen annually, not in real-time, making it impossible to track dynamic environmental performance.

The Market needs verifiable, real-time ESG actions at scale.

Three Engines, One Flywheel



Engine 01

Global ESG Action Network

A multi-channel platform mobilizing individuals worldwide to take verifiable environmental actions

Online / Digital
ESG-IN App (PWA)



01

Cross-platform mobile access via browser. Users submit photo/video proof with geo-tagging. AI verifies activity instantly.

Offline / Physical
ESG Bank Network



02

Partnerships with local recycling centers and waste banks. Physical collection points that digitize material flow data on the ground.

Viral / Community
ESG Heroes & SNS



03

Influencer-led organic growth. Regional leaders create content on TikTok/Instagram, driving community participation and awareness.

Scope of Activities

Beyond Recycling



Climate Action

Direct activities that reduce carbon footprint and manage waste streams effectively.

Waste collection & recycling

Plastic recovery

Clean energy adoption



Disaster Prevention

Community-led infrastructure maintenance to mitigate climate risks.

River cleaning campaigns

Drainage clearing

Flood prevention reporting



Safety & Security

Improving public safety through citizen reporting and maintenance.

Road safety monitoring

Reflector cleaning

Community hazard reporting



Environment & Bio

Restoring natural ecosystems and promoting urban greening.

Tree planting initiatives

Reforestation projects

Urban gardening



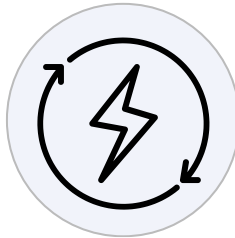
Social & Financial

Empowering communities through education and financial inclusion.

Financial literacy training

Savings education

Community support programs



Energy Transition

Accelerating the shift to sustainable energy sources at the local level.

EV adoption campaigns

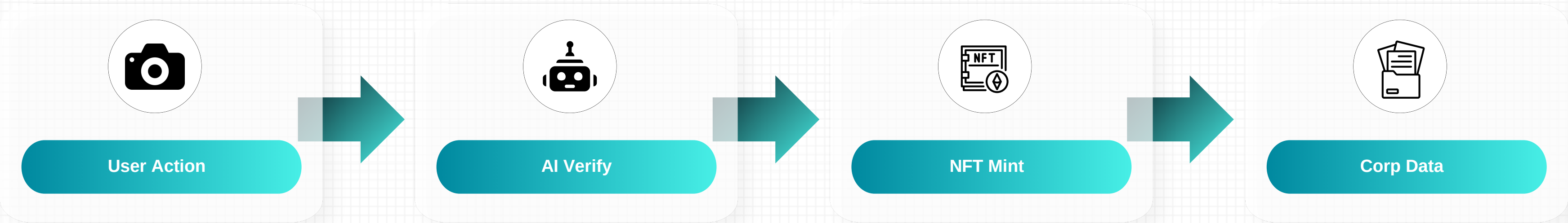
Renewable energy promotion

Energy efficiency audits

Engine 02

Verified ESG Data & NFTs : Proof-of-Action

Transforming real-world environmental actions into tamper-proof digital assets for corporate reporting and value creation.



1

ESG Reporting Compliance

Corporations purchase verified data to replace self-declarations, meeting regulatory standards like EU CSRD and SEC rules.



2

Corporate Campaigns

Brands commission specific environmental actions (e.g., river cleaning) executed by Heroes and verified on-chain.



3

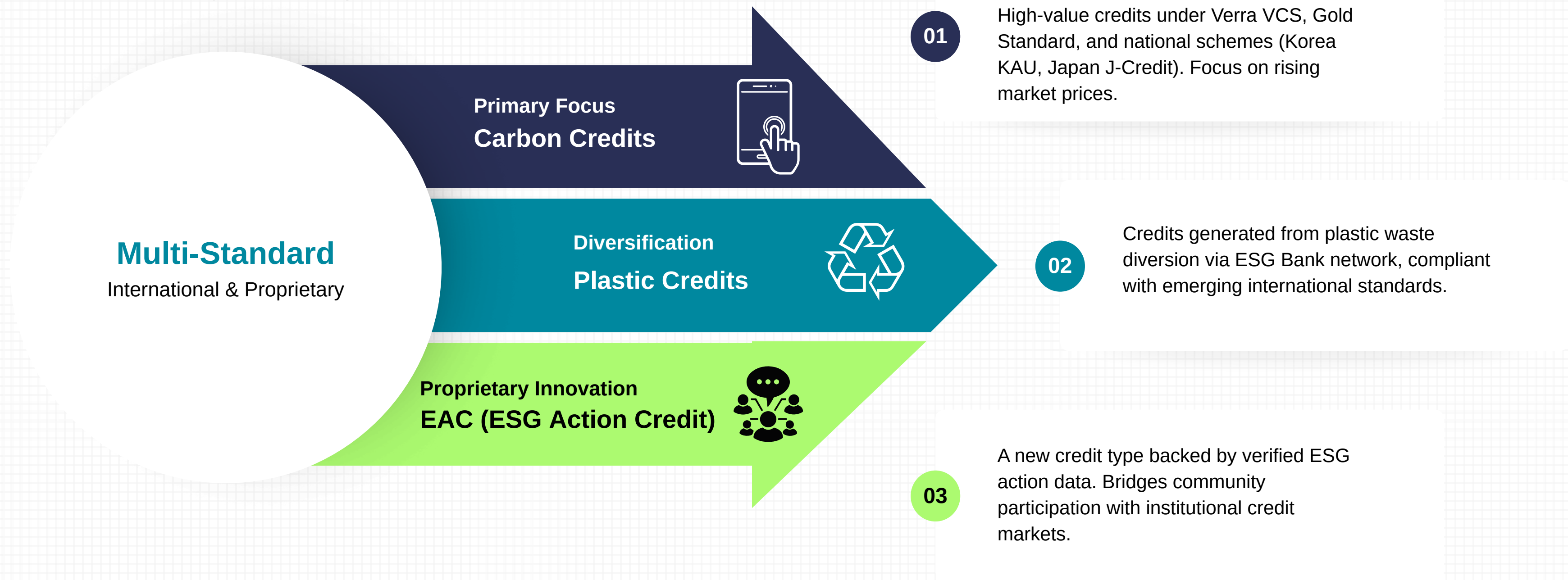
Supply Chain Verification

Source verifiable community-level environmental data from raw material origin regions for supply chain transparency.

Engine 03

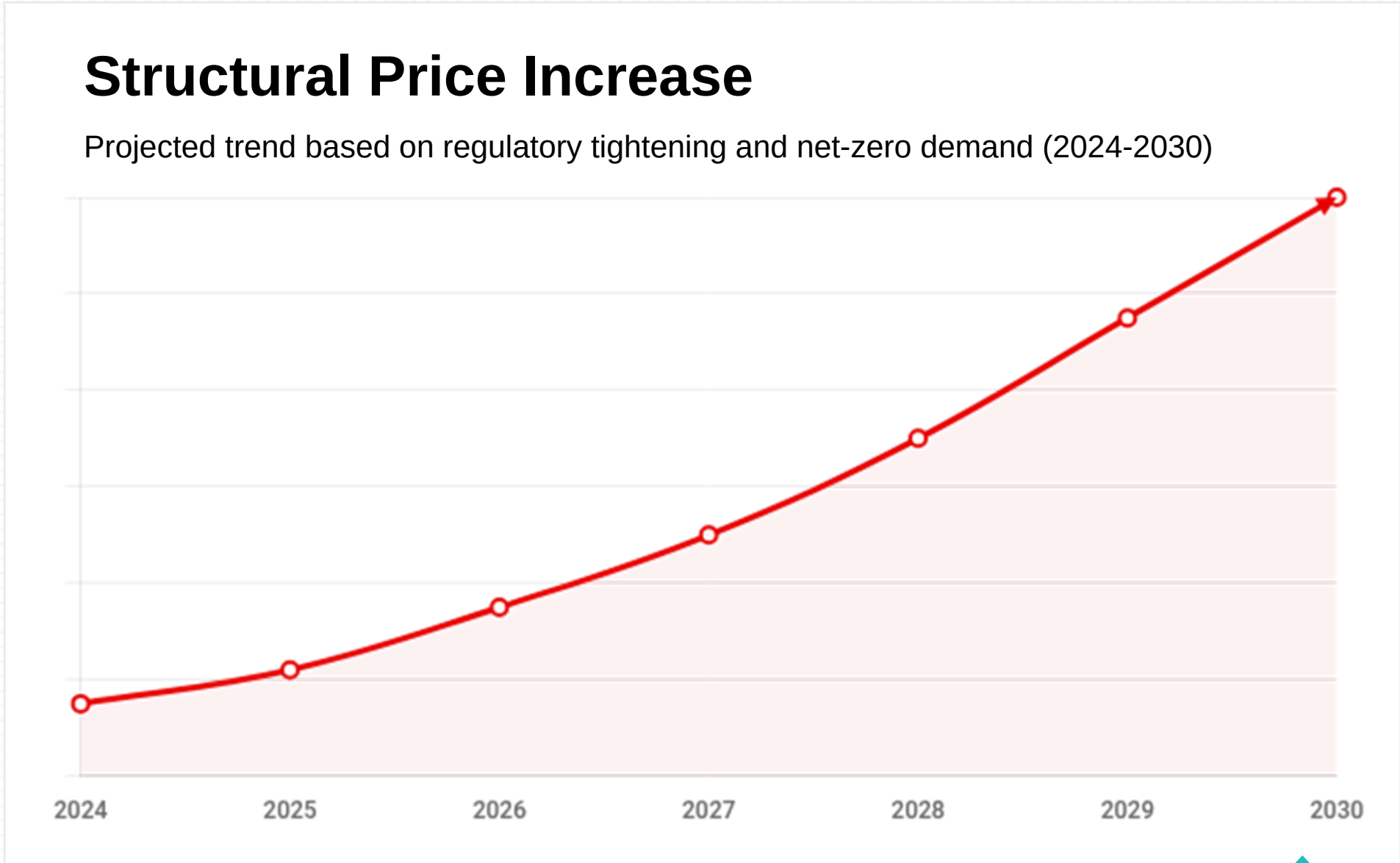
ESG Credit Portfolio & Consulting

A capital-intensive engine that develops, acquires, and trades multi-standard ESG credits to drive long-term enterprise value.



Market Context

Carbon Credit Price Trajectory



Rising Demand

Global regulatory pressure (EU CBAM, SEC Rules) and corporate net-zero commitments are creating a structural supply shortage for high-quality credits.

Regulatory Support

Tightening compliance markets (Korea K-ETS, Japan GX League) and bilateral agreements drive price appreciation for eligible cross-border projects.

Market Direction

Strong Buy

Key Driver

Compliance & Policy

Opportunity

Early Acquisition

Long-Term View

Structural Growth

Untapped ESG Data & Carbon Markets

The convergence of ESG data, carbon markets, and emerging economies creates a multi-billion dollar opportunity.

ESG Data Evolution



Global shift from self-reported corporate claims to verifiable third-party data. Regulatory pressure (EU CSRD, SEC) demands audit-ready evidence, not just declarations.

Carbon Market Growth



Voluntary carbon markets are maturing with higher quality standards. Corporate net-zero commitments are driving long-term demand for high-integrity credits.

SEA Infrastructure Gap

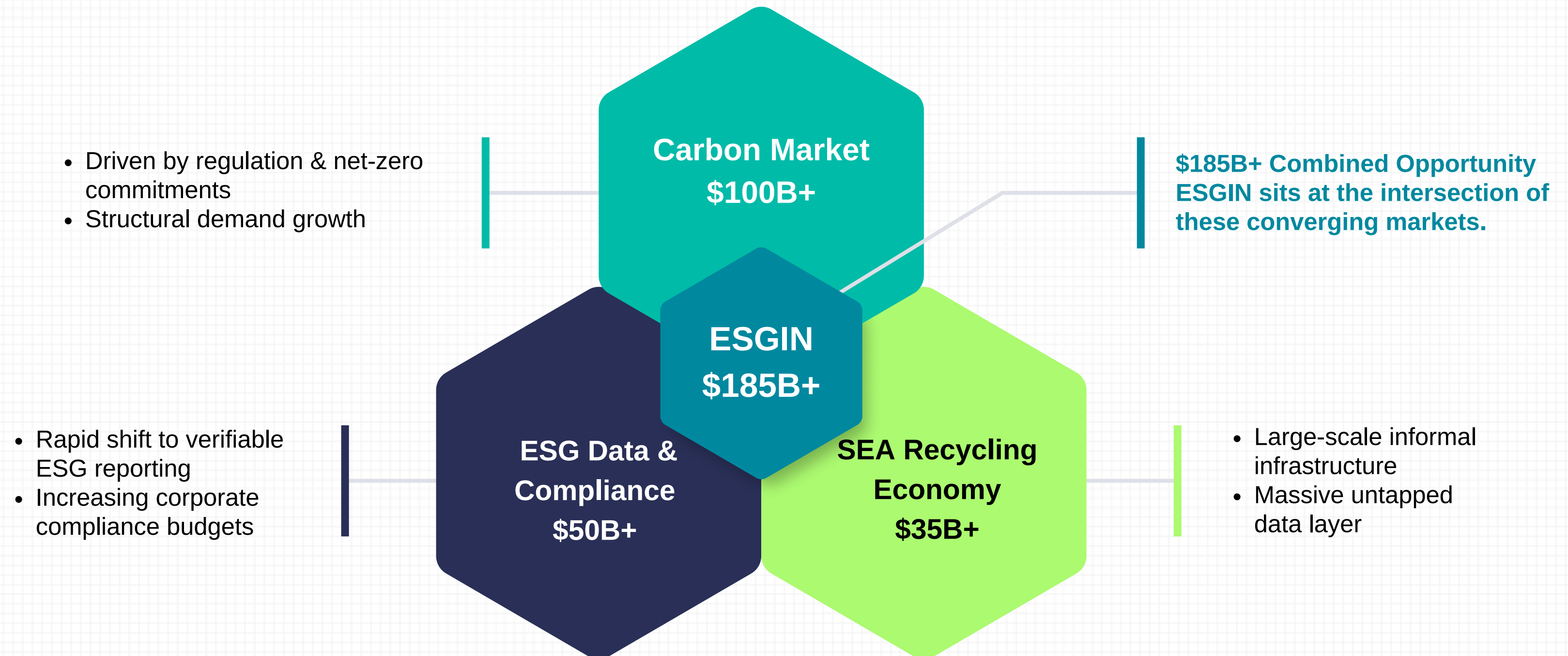


Southeast Asia has massive informal recycling networks but lacks a digital data layer. ESG-IN provides the missing digital infrastructure to formalize these economies.

ESGIN captures the missing link between real-world activity and institutional capital.

Market **Size** & Growth **Potential**

A rapidly expanding market with no dominant infrastructure player.



Market Entry Strategy

Strategic Focus: Southeast Asia



Bilateral Cooperation Focus

Leveraging government-to-government agreements between Korea/Japan and SEA nations. Enables preferential project approvals and cross-border credit transfer.

- Indonesia
- Vietnam
- Cambodia



Infrastructure Gap Opportunity

Targeting regions with large informal recycling economies but lacking digital data layers. ESG-IN provides the missing verification infrastructure.

- Philippines
- Thailand
- Laos



Capital & Technology Hubs

Strategic bases for technology development, capital raising, and carbon credit trading platforms.

- South Korea
- Singapore
- Japan

Why ESGIN Wins (Strategic Positioning)

Positioned at the intersection of data, infrastructure, and capital.

3 Core Blocks

First-Mover Advantage



- ✓ No integrated ESG data platform in SEA
- ✓ Early entry into informal economy digitization

Full-Stack Infrastructure



- ✓ Physical activity → Data → Tokenized assets
- ✓ End-to-end ESG value chain

Network Effects

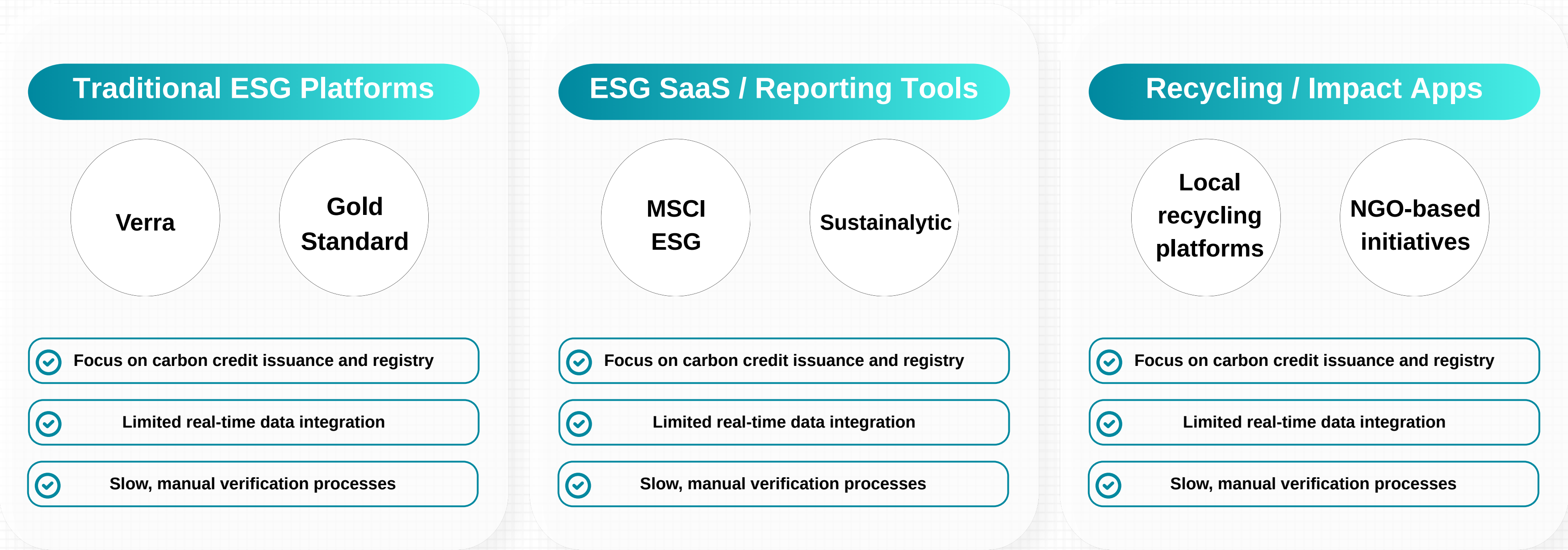


- ✓ More users → more data → higher value
- ✓ Data accumulation creates long-term moat

ESGIN is not entering the market — it is defining the infrastructure layer.

Competitive Landscape

The ESG and carbon market is fragmented, with no unified infrastructure connecting real-world activity, data, and demand.



No unified infrastructure connects ESG activity, data, and economic demand.

Competitive Differentiation

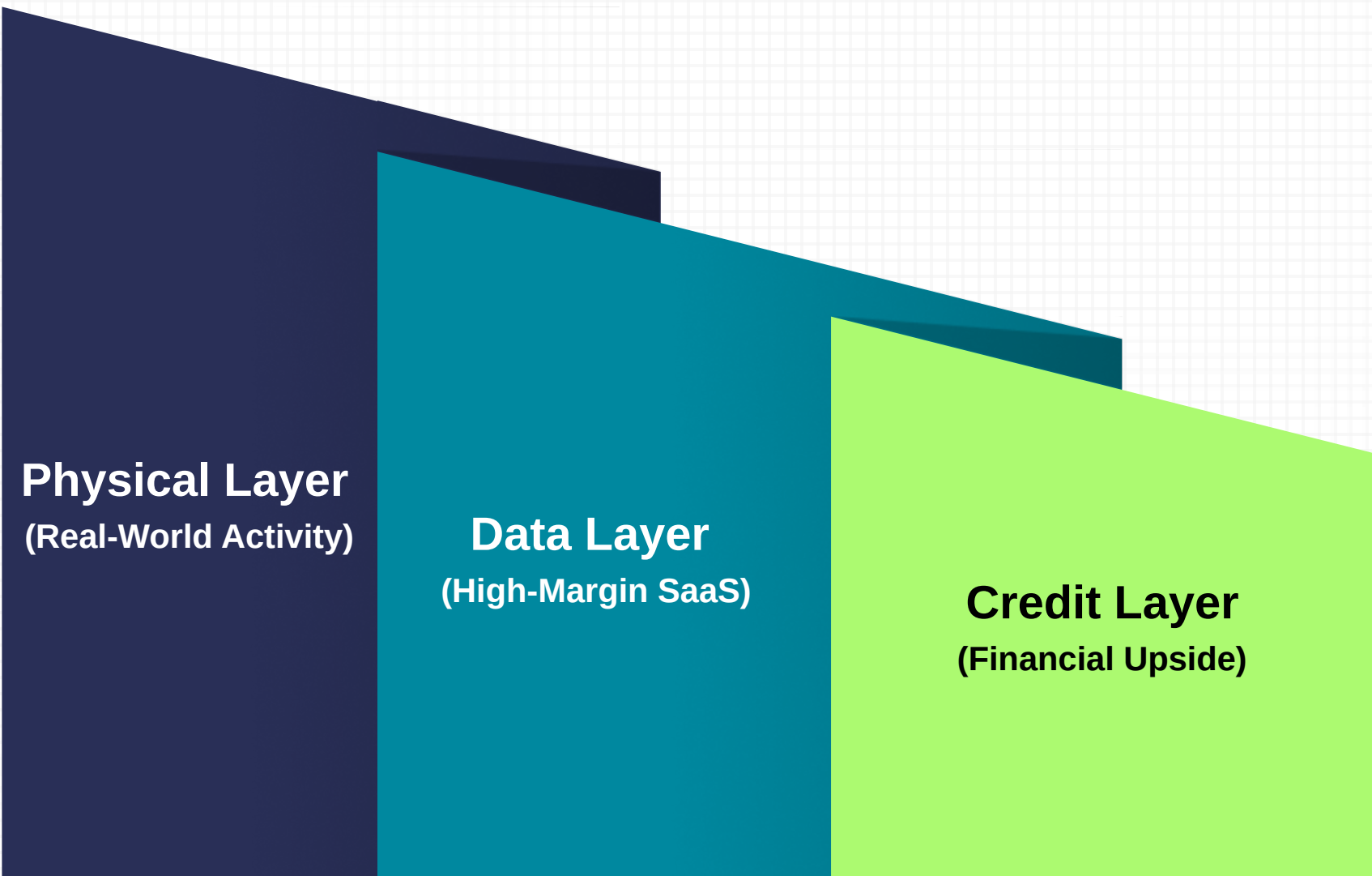
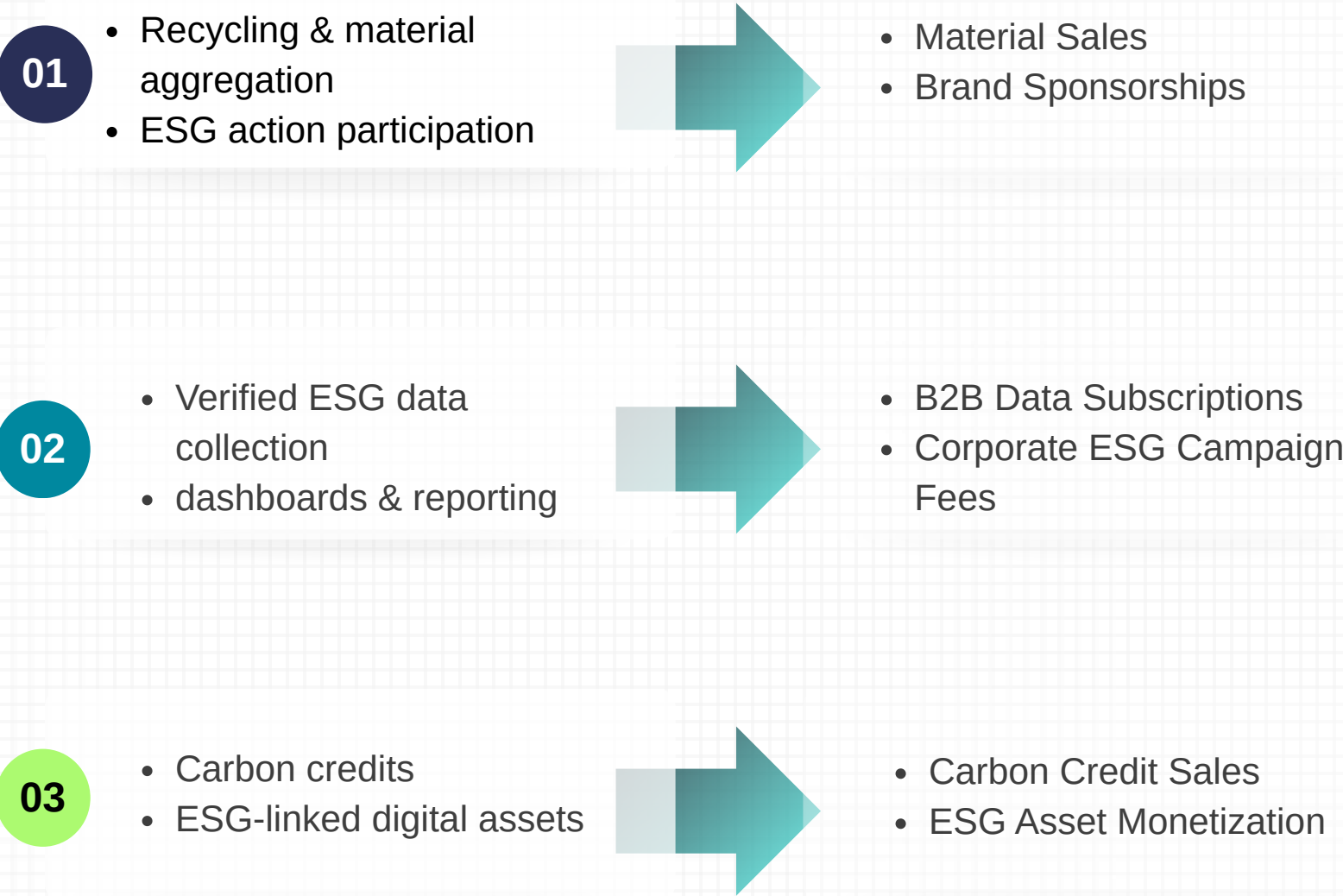
ESGIN bridges fragmented ESG systems by integrating activity, data, verification, and economic demand into a single infrastructure.

Industry Standard		ESGIN Approach	
Self-reported or delayed corporate data	DATA SOURCE	Real-time, AI-verified, community-generated data	
Limited to specific verticals (e.g., carbon or recycling)	ACTIVITY SCOPE	Comprehensive ESG coverage (Climate, Social, Governance)	
Manual audits, slow and costly	VERIFICATION	AI validation + Proof-of-Action NFTs (tamper-proof)	
Fragmented and non-standardized systems	DATA INFRASTRUCTURE	Unified, structured ESG data layer	
Speculative token models or fiat-only systems	ECONOMICS	Token utility directly linked to real-world ESG demand	
Disconnected from actual activity	VALUE CREATION	Continuous demand driven by corporate ESG spending	

ESGIN integrates activity, data, verification, and demand into a single infrastructure layer.

Full-Stack Revenue Architecture

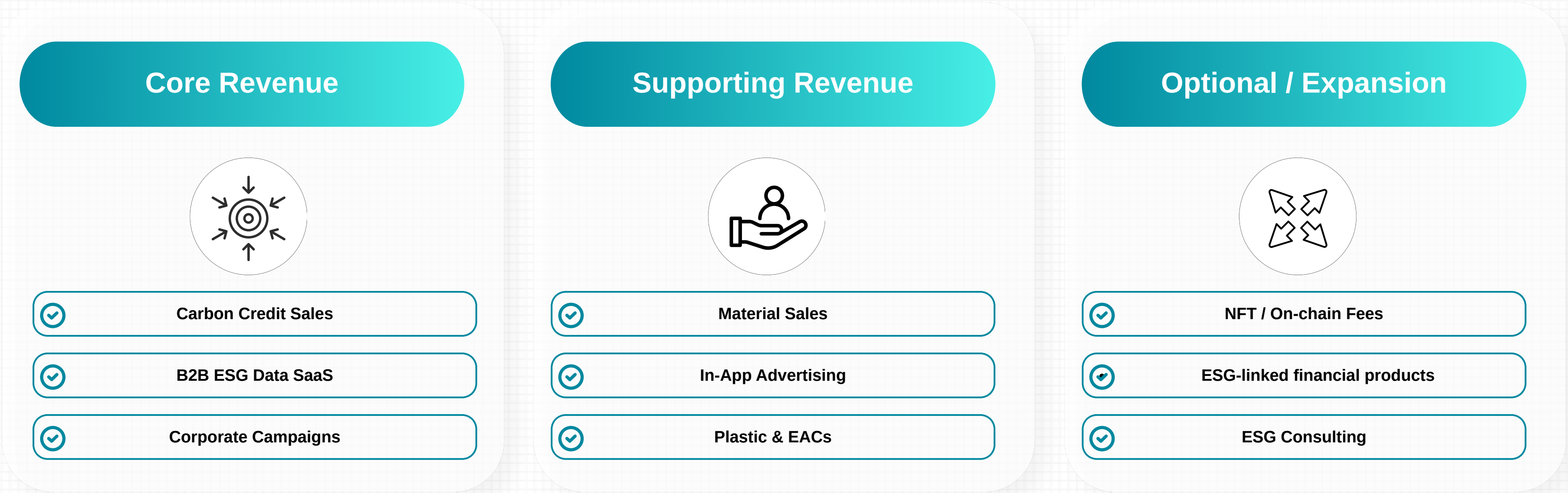
ESGIN captures value across the entire ESG lifecycle.



A vertically integrated model linking real-world actions to financial markets.

Revenue Streams Breakdown

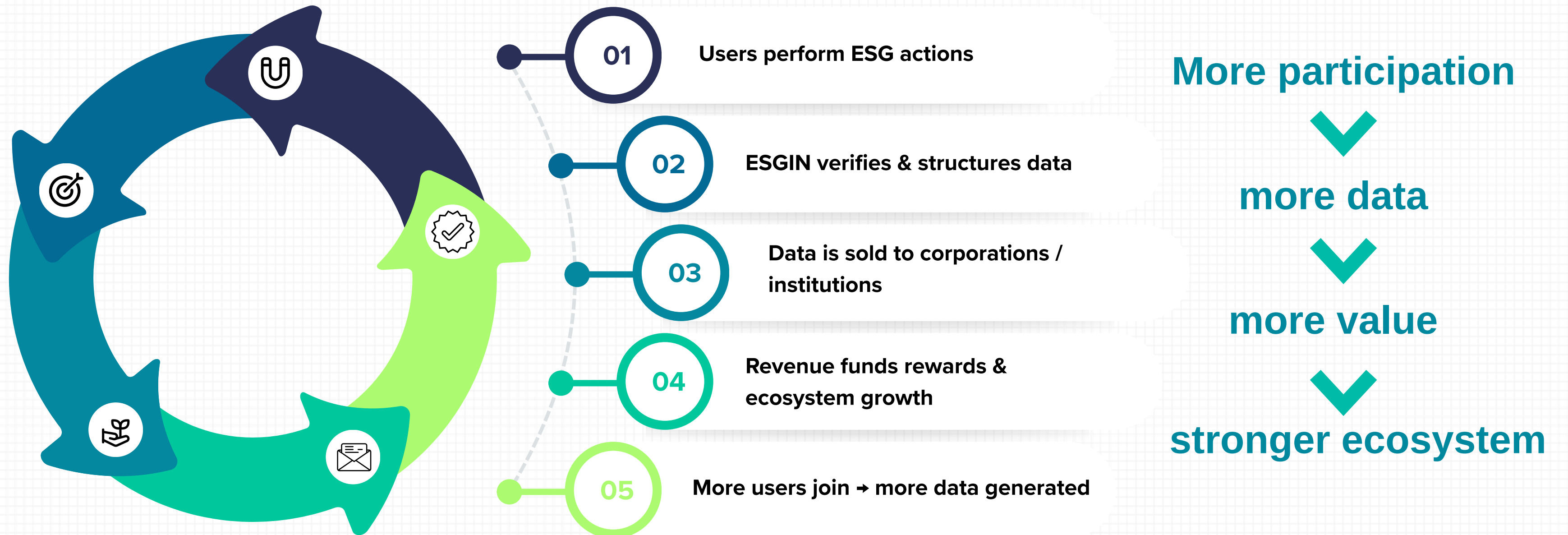
Diversified revenue streams with scalable, high-margin components.



ESGIN prioritizes scalable and recurring revenue streams.

Revenue Streams Breakdown

Diversified revenue streams with scalable, high-margin components.



Execution Traction & Scale

ESG-IN Foundation has moved beyond concept to operational reality. With live markets, a trading token, and active tech infrastructure, we are now entering the scaling phase.

ESGIN Token Listing

Completed

ERC-20 token successfully listed and trading on Coinstore Exchange. Ecosystem currency operational for credit purchases.

March 25, 2026

Coinstore

Live Markets

Operational

Full operations active in Cambodia and South Korea. User activity verified and recorded daily on-chain.

Cambodia 🇰🇲

South Korea 🇰🇷

Platform Infrastructure

Stable V1.0

PWA (Progressive Web App) deployed and stable. AI verification engine processing image/video proofs from active users.

App Live

AI Active

Network Expansion

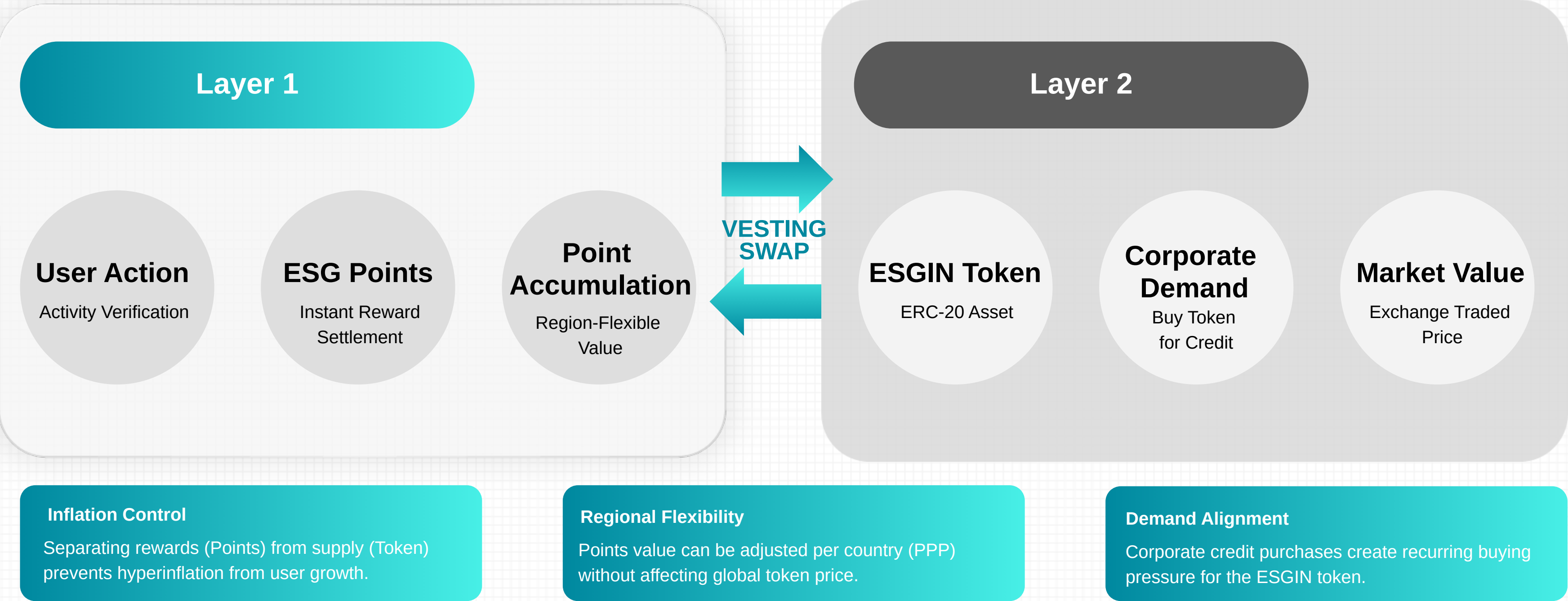
In Progress

Onboarding 150+ ESG Banks in Indonesia (H1 2026) and piloting with GRAC in Vietnam (H2 2026).

Target: 500 Nodes

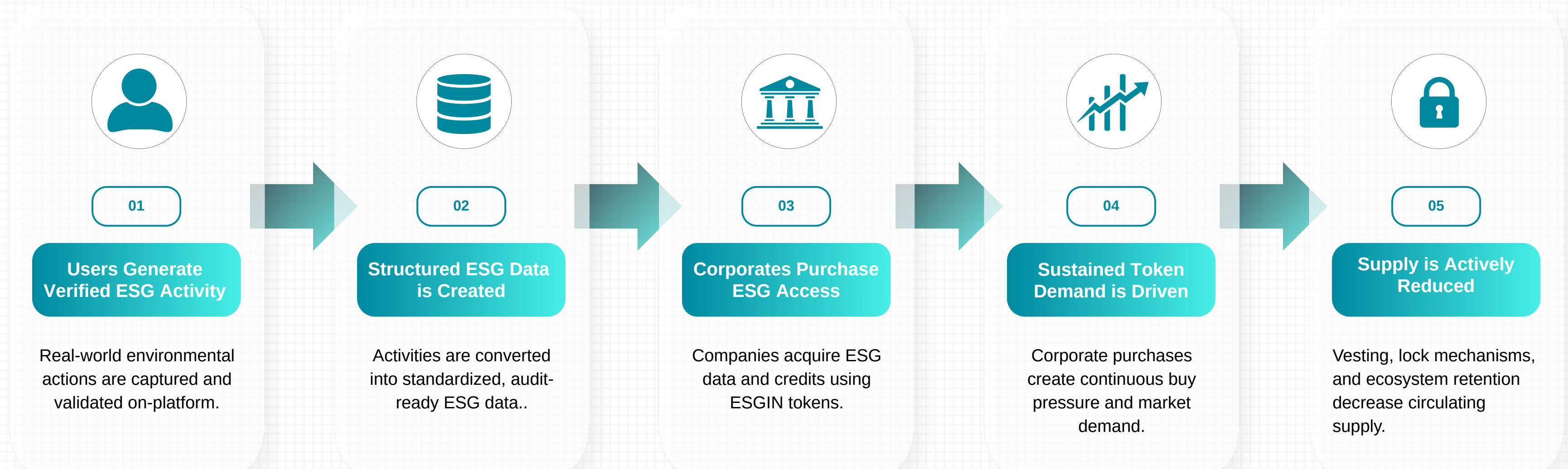
Two-Layer Token Model

Separating user rewards from token supply ensures sustainable growth and controlled inflation.



Token Value Flow

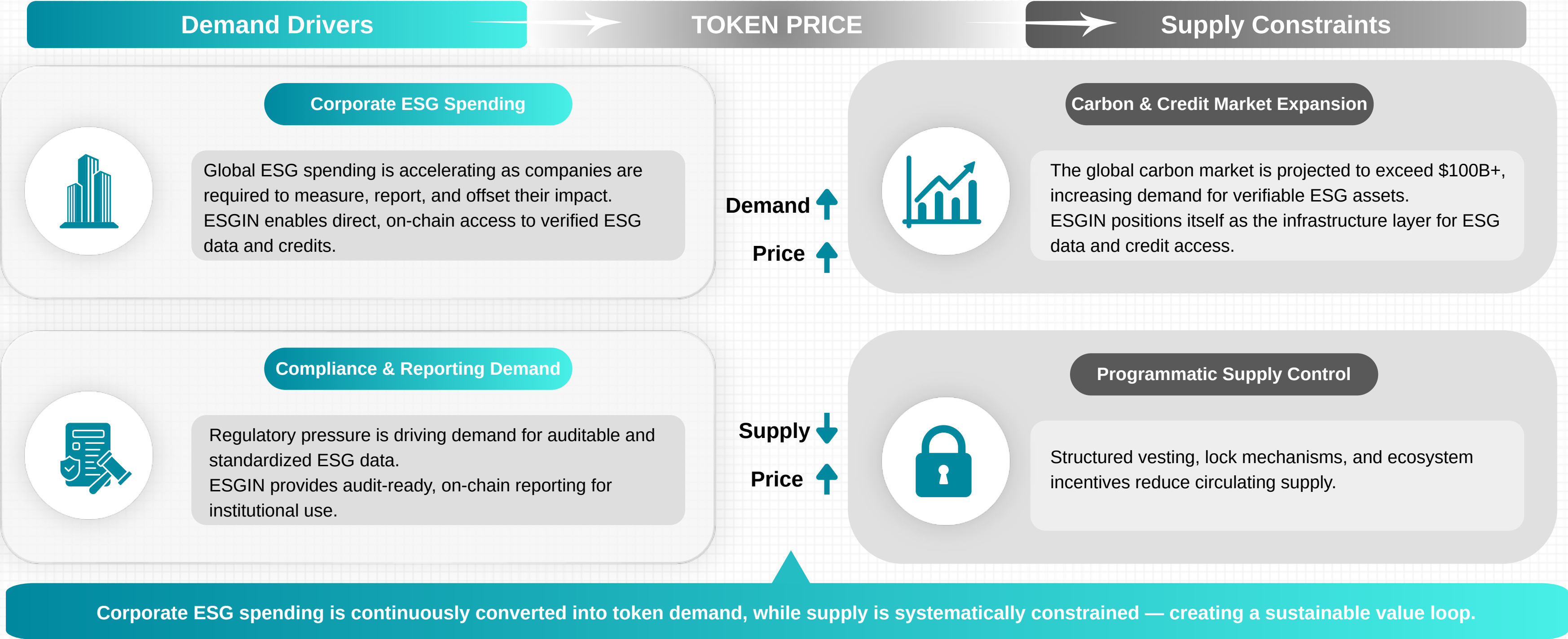
From ESG Activity to Token Demand



Corporate demand systematically converts real-world ESG activity into sustained token demand, creating a self-reinforcing and deflationary value cycle.

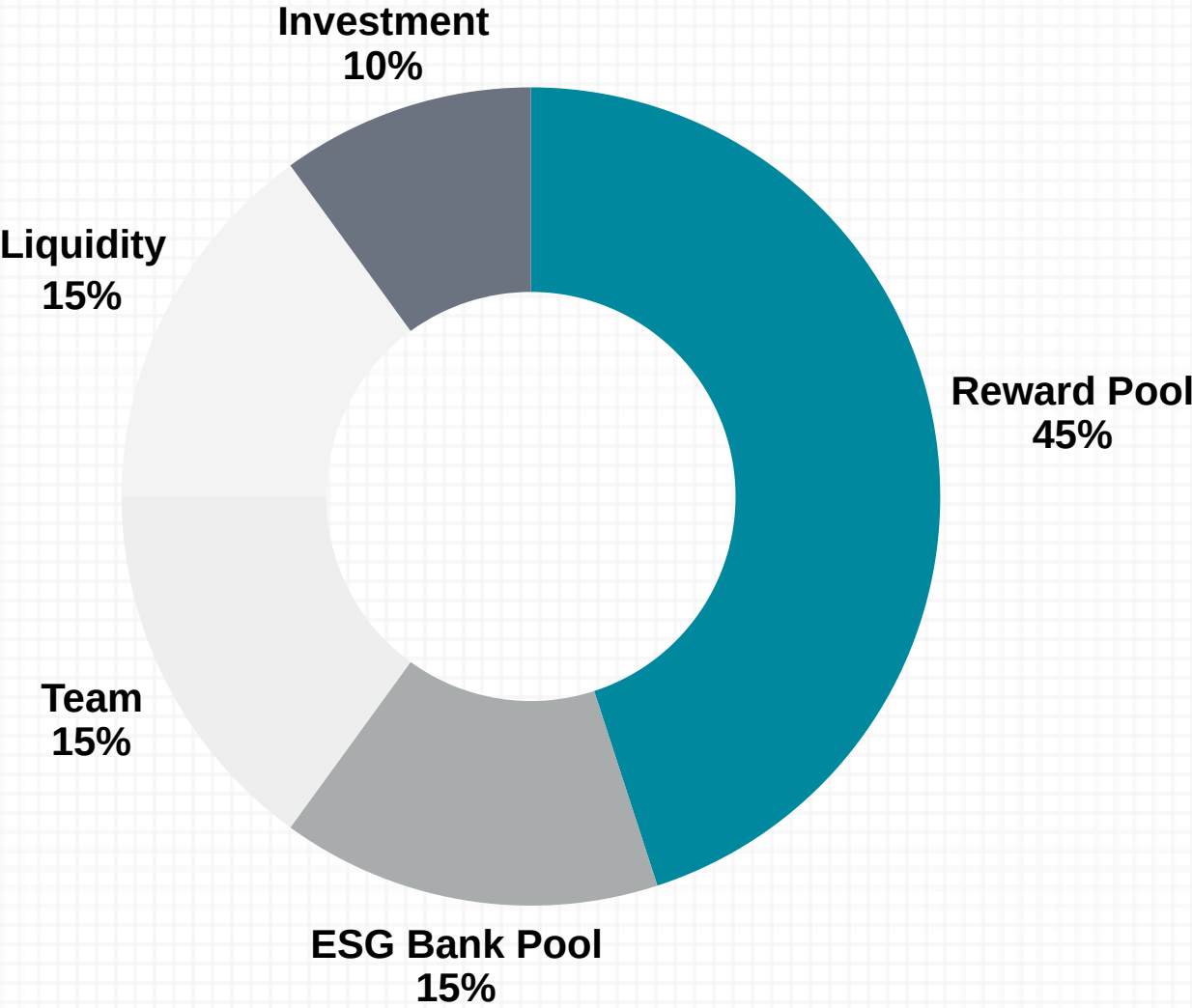
Token Demand Drivers

ESGIN is designed as a demand-driven and supply-constrained token economy.



Token Allocation

Long-term vesting aligns team incentives with sustainable ecosystem growth.

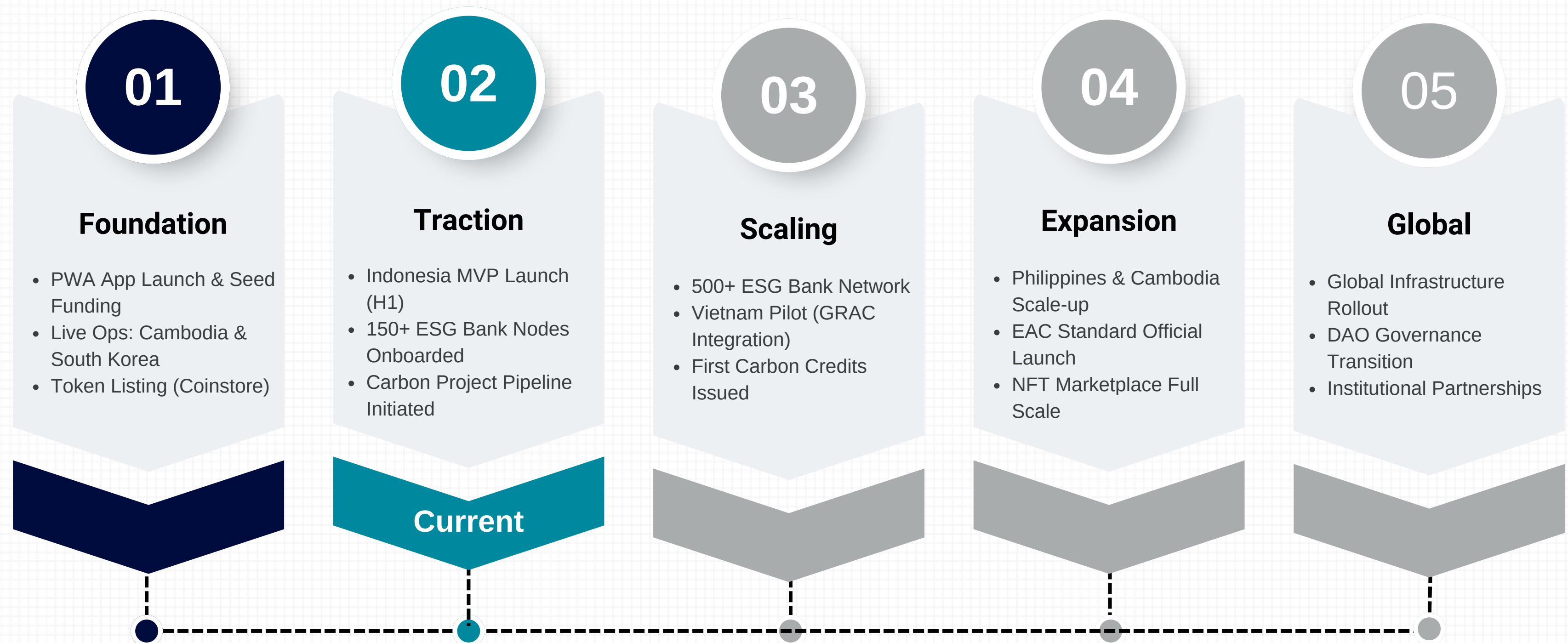


POOL	%	VESTING	PURPOSE
Reward	45%	60 months linear (M2~)	User/merchant point conversion
ESG Bank	15%	60 months linear (M2~)	ESG Bank operator rewards
Team	15%	5% is transferred at TGE (12-month lock-up); 10% vests linearly M13-M24	Core team compensation
Liquidity	15%	10% Initial Unlock + Remaining 5% from Month 13-24 Linear	Sales, DEX, marketing, operations
Investment	10%	100% Initial Unlock	Strategic investments, Partnerships

Notes:
The Investment Allocation's initial unlock and the portion of the Liquidity initial unlock designated for private sale participants are subject to contractual lock-up provisions to ensure prudent market management and long-term commitment from strategic partners.

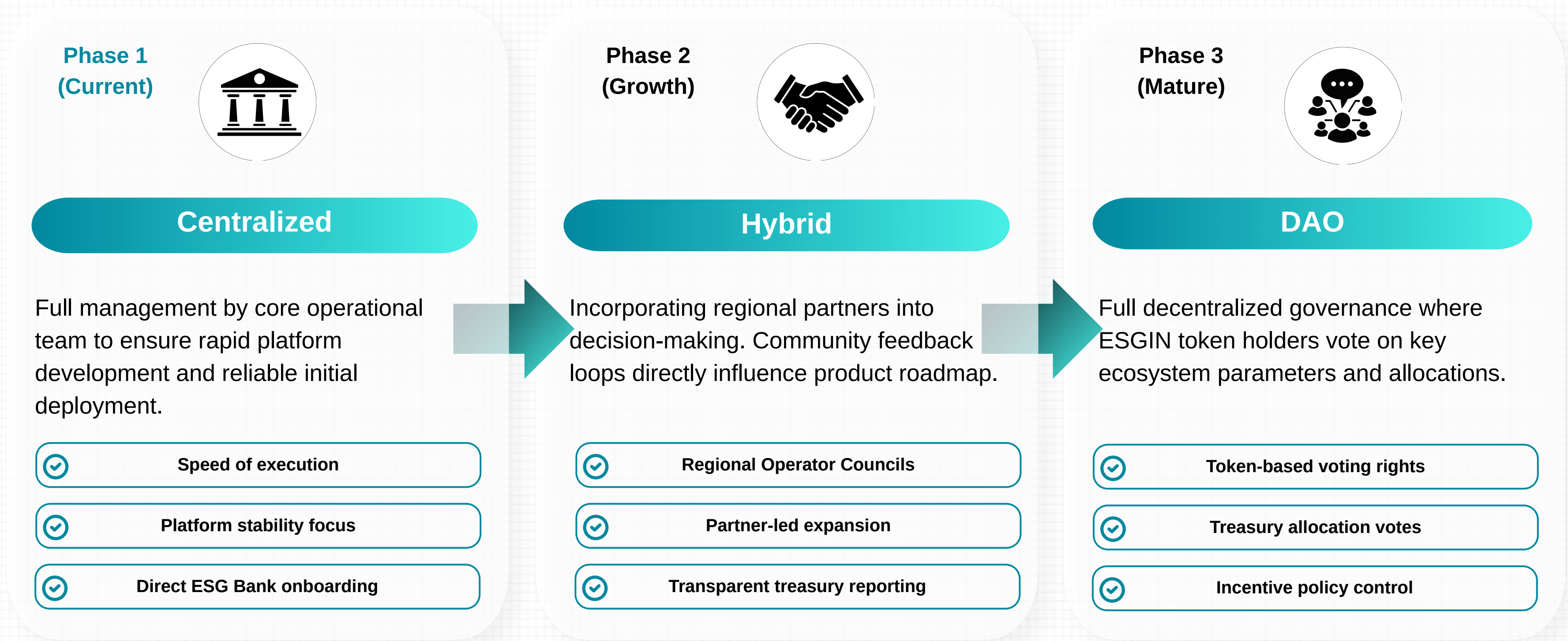
Strategic Roadmap

Building the infrastructure layer for ESG data and tokenized value in Southeast Asia and beyond.



Governance Evolution

Evolving from founder-led execution to a scalable, DAO-based governance model.



Team Structure

Core Leadership



Brandon Keam
CEO / Director

Overall strategy,
investor relations,
business
development.



Muthia E. Pratiwi
Commissioner

Indonesia operations,
regulatory
compliance, local
partnerships.



Ian Cho
CTO / Director

Technology
architecture, AI
verification,
blockchain infra.



Brian Lee
CBO / Director

Business operations,
partnerships,
ecosystem
development.



Deandre A. Putra
Director

Indonesia business
dev, ESG Bank
network expansion.

Advisory Board (In Formation)

Strategic partners and domain experts providing guidance on carbon methodologies, environmental impact, and corporate compliance.



Carbon Credit Expert
Project Development & Strategy



ESG Advisor
Sustainability & Activism

Join the Trust Protocol

**Corporations**

Secure verified ESG data for reporting and supply chain transparency. Commission targeted impact campaigns

**ESG Banks**

Digitize your operations. Access global credit markets and earn incentives for every kilogram recovered.

**Developers**

Co-develop high-quality carbon projects in bilateral cooperation partner nations (Indonesia, Vietnam, Cambodia).

**Activtis**

Become an ESG Hero. Monetize your environmental impact and lead community action on the ground.

Immediate Next Steps

01 Initiate Pilot Campaigns

02 API & Data Integration

03 Co-Develop Credit Portfolio

PT ESGIN Partners

Operating as ESG-IN Foundation
Building the World's ESG Infrastructure


master@esgintoken.com


www.esgintoken.com

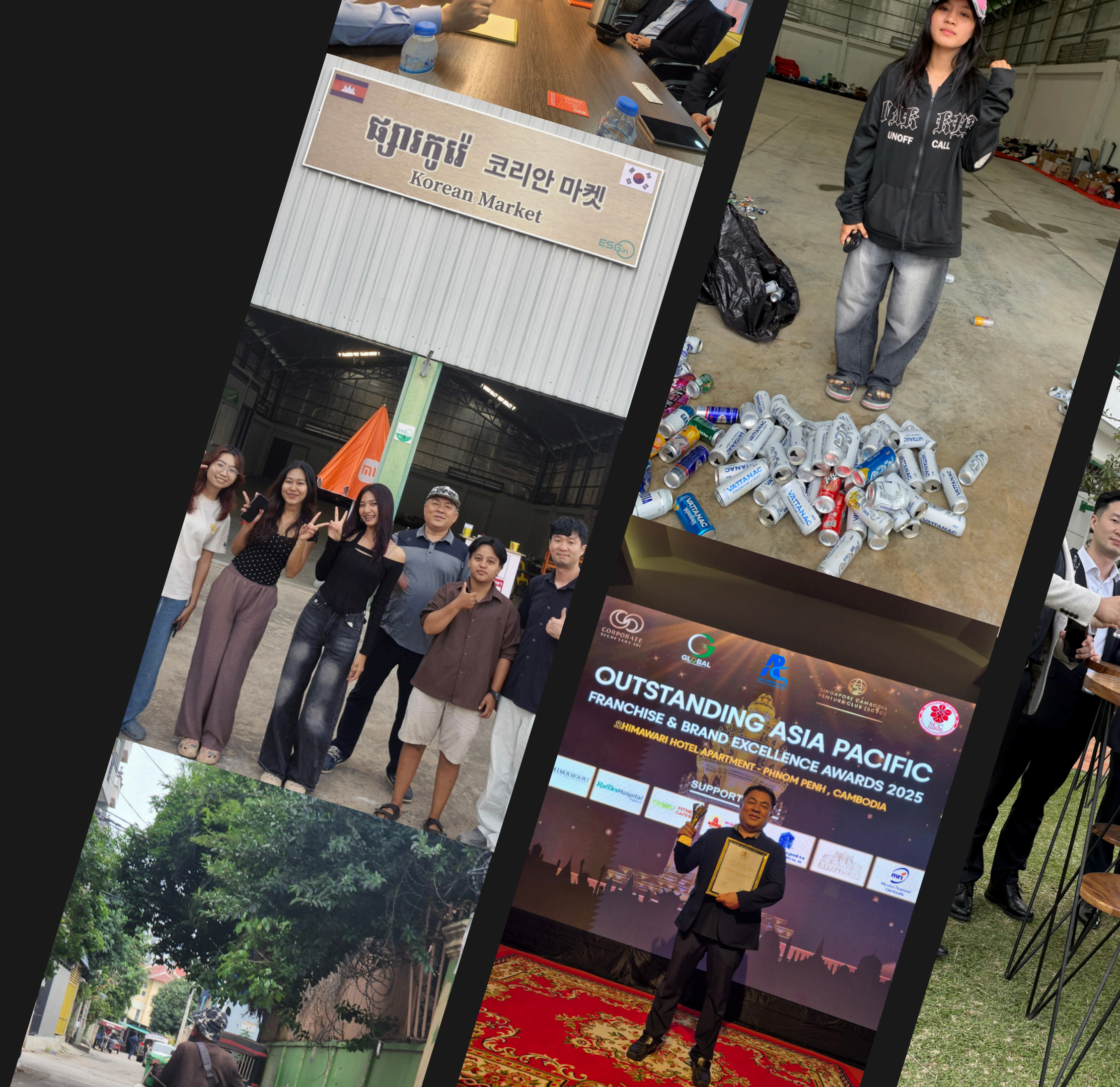

Jakarta • Singapore • Seoul

Appendix

ESG-IN

REAL-WORLD ESG
ALREADY OPERATING

REAL USERS, REAL ACTIVITIES, REAL INFRASTRUCTURE



ESG-IN is Already Live Across Markets



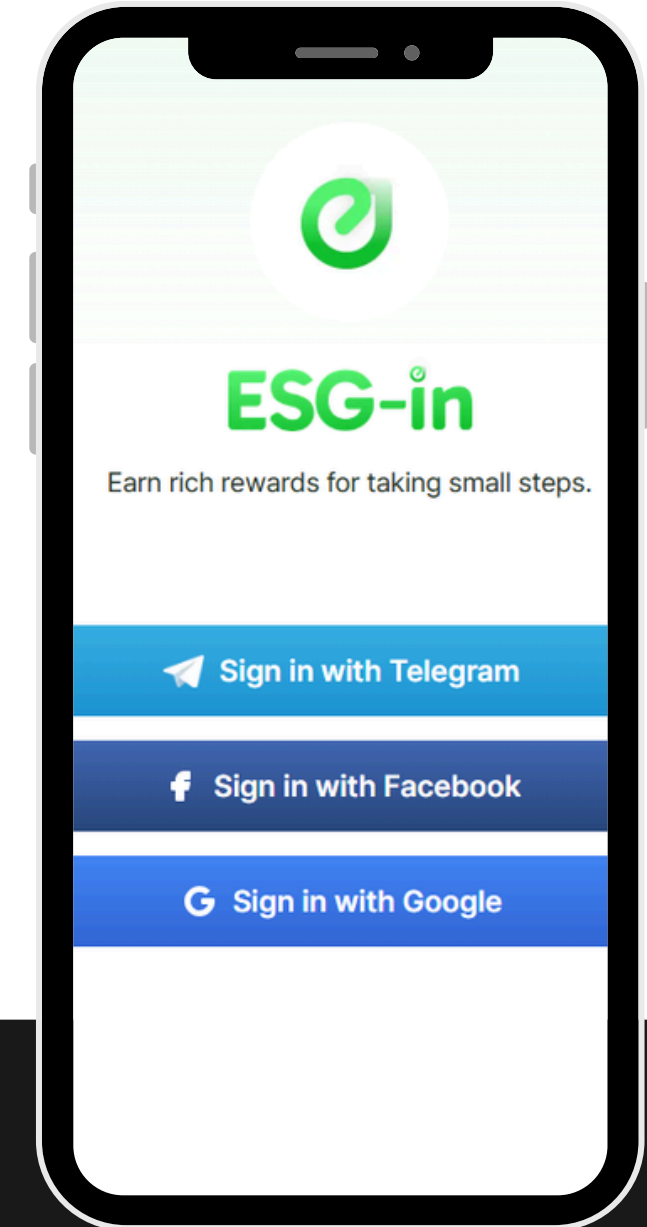
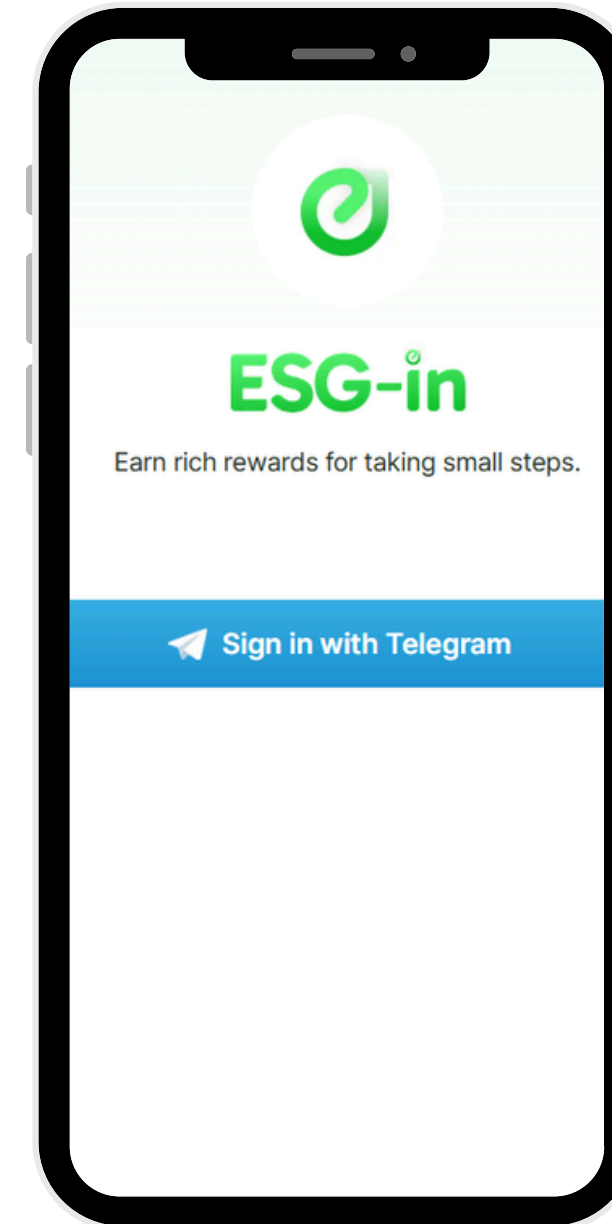
Cambodia (Live)

Telegram-based onboarding



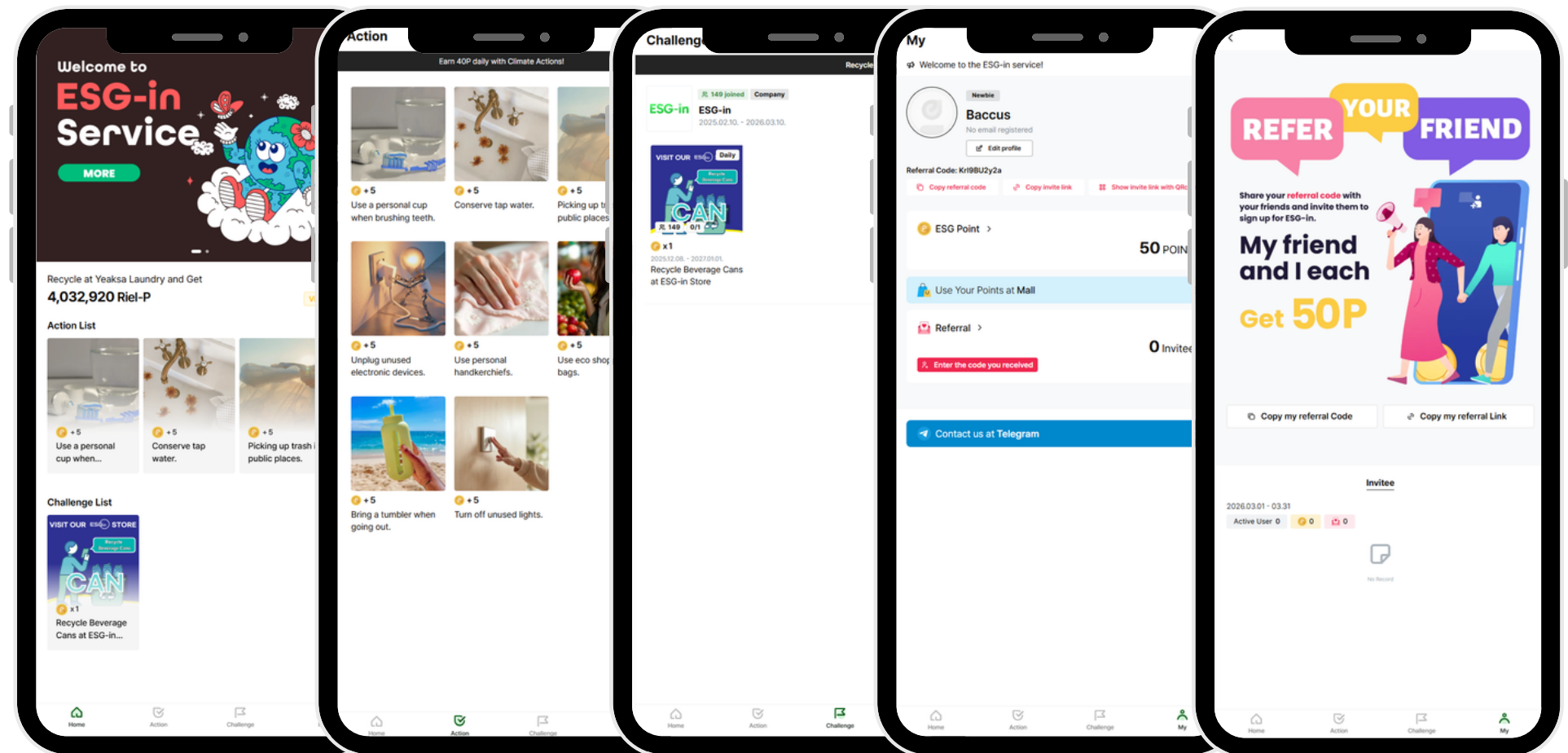
Indonesia (Launching)

Multi-channel login system
(Telegram, Google,
Facebook)



Localized user systems are already deployed,
supporting scalable expansion across regions.

How Users Engage with ESG-IN



HOME

ACTION

CHALLENGE

MY PAGE

REFER

Users complete ESG actions and receive rewards through a simple and engaging process.



Real-World ESG Activities

Real users are already taking real ESG actions.



**Every action contributes
to a growing network of
real-world ESG data.**



Building an ESG Community

ESG-IN HEROES



A growing community of users, volunteers, and ESG advocates is driving real-world participation.

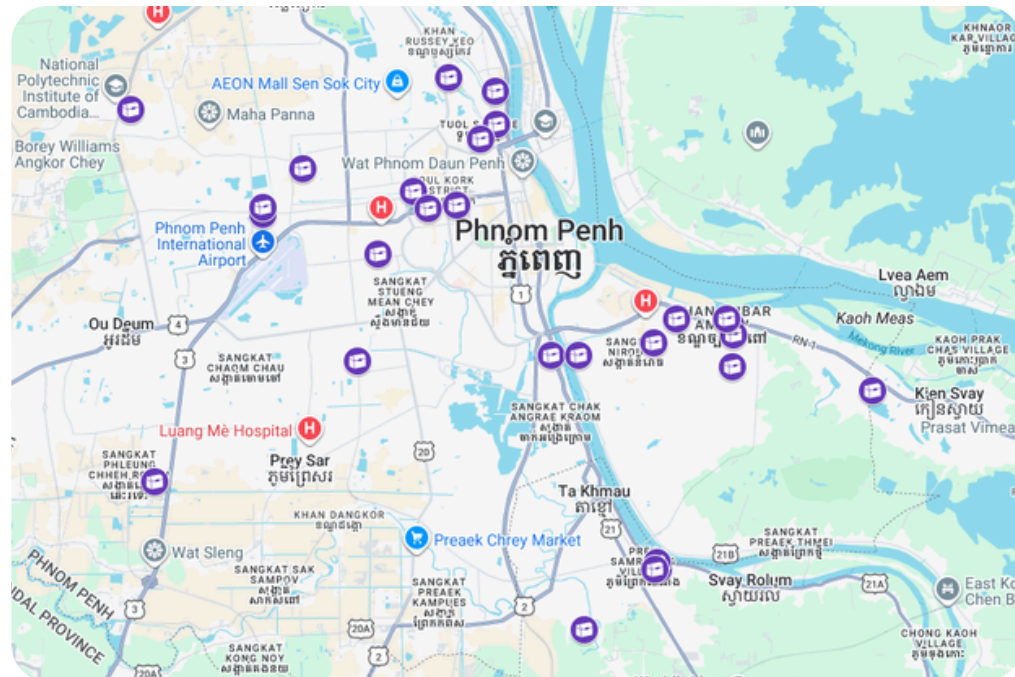


Partnerships & Collaborations

Strategic partnerships are actively being established across regions.

Partnerships are driving real-world adoption and ecosystem growth.





ESG-IN STORE LOCATION

Collection centers,
partner stores, and local
networks support
scalable ESG operations.



RECYCLING CENTER

Offline Infrastructure & Network

A growing offline infrastructure
enables real-world ESG data
collection.



ESG-IN STORE



Real Rewards for Real Actions

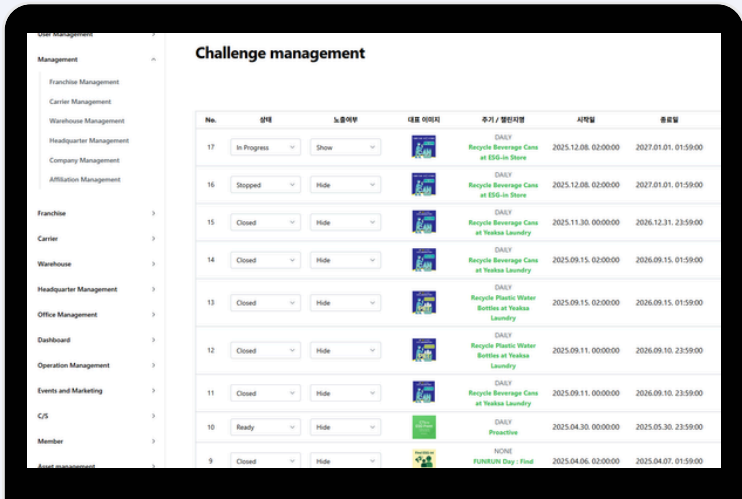
Users receive real rewards for real ESG actions.



Incentives reinforce participation and sustain user engagement.

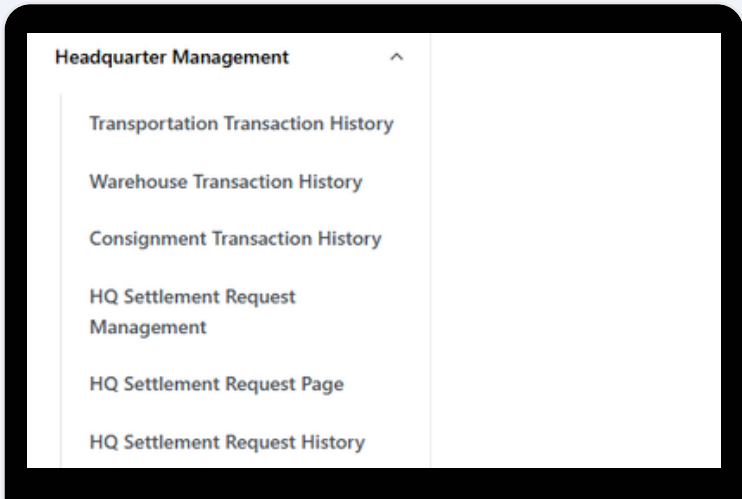
Centralized Control of the ESG-IN Ecosystem

Challenge Moderation



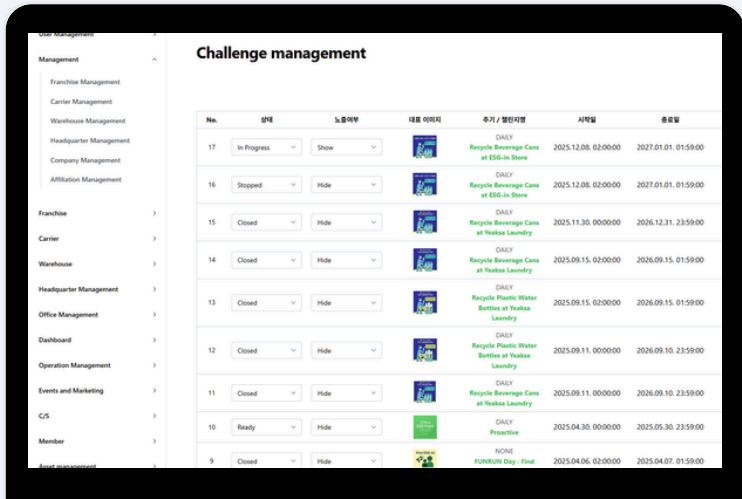
Centralized challenge creation and moderation

HQ Management



Headquarter-level control of transactions and operations

Dashboard Menu



Multi-layer dashboard system for each operational role

From user actions to infrastructure and financial processes, every layer is fully controlled and scalable.



ESG-IN is already operating in the real world.

Execution is proven.
Scaling is next.