

ASX Announcement

7 April 2026

# Xenitra launches OPAL Token and Xen Shop a next generation digital commerce ecosystem

**7 April 2026. Hong Kong, China.** Xenitra Limited (ASX:XEN) ("**The Company**") is excited to update shareholders that after more than 6-months of technology development the Company has launched **OPAL Token** and **Xen Shop**; an ecosystem linking branded products distributed by Xenitra, with consumers in Asia through an online rewards, loyalty and authentication ecosystem, built on the BNB blockchain utilising Web 3.0 shopfront infrastructure.

**Xenitra** specialises in fast-moving consumer goods (FMCG), nutraceuticals and OTC Medicine products that are sold through established distribution channels spanning Business-to-Business (B2B) wholesale, retail distribution and all major ecommerce platforms in Asia with sales of more than \$70m since 2024. The launch of the OPAL Token alongside the Xen Shop, an online rewards redemption platform built using Web 3.0 infrastructure, **significantly transforms the customer experience for our consumers** by adding a layer of authentication, access to reward products and loyalty benefits. The tokenised sales ecosystem will also provide added transparency and drive sales velocity, **meaningfully enhancing value for the growing stable of brands whose products are sold through the Xenitra sales ecosystem.**

**OPAL Token** is a next-generation digital token designed to power Xenitra's *FormulAsia™* ecosystem and enable seamless value exchange and community participation. It will enhance long-term growth through building **authenticity, rewards and loyalty for customers**. OPAL Token has been built to support innovation, transparency, and decentralisation while creating real utility for brands and our wholesale and retail customers. Opal Token represents more than just a digital token it is **the foundation of a growing ecosystem bringing the world's leading consumer brands to the worlds largest consumer goods markets in Asia.**

## What is the OPAL Utility Token?

- A **blockchain based utility and membership token** owned by Xenitra Limited that is a **value adding feature** physically and/or digitally associated with products that consumers in Asia can accumulate through purchases of products distributed by Xenitra and exchanged for rewards.
- A **blockchain backed authenticity token**, ensuring products purchased are genuine and hold the provenance of leading international FMCG brands distributed by Xenitra.
- A **potent pull-marketing product attribute** enhancing a product's value and driving willingness-to-pay in a highly competitive consumer goods market.
- A key driver of **differentiated high margin sales of exclusive branded products**, increasing lifetime customer value (LTV) through repeat purchase, rewards and loyalty.

**Issuance and Distribution Mechanism**

OPAL is being gradually released to wholesale and retail customers based on purchases of eligible Xenitra products rather than being distributed to the market in a single event. As products are sold, the platform digitally binds the tokens to specific products (via QR codes or digital certificates) after completing a purchase, customers receive OPAL tokens as a reward.

**Digital Reserve and Value Support Mechanism**

Xenitra has established a reserve fund where a percentage of revenue from product sales is allocated and will be independently administered. The reserve fund returns will be used to support marketing of the program and to provide inventory for rewards then made available in the Xen Shop platform (e.g., products, discounts). The size of the reserve will remain aligned with the product sales volume and redemption rates to ensure rewards system stability.

**Usage and Consumption**

OPAL acquired by users can be used to redeem products or services within the platform or obtain discounts or other benefits. By redemption the corresponding amount of OPAL is consumed ("burned"). It is neither returned to the market nor reinstated to the platform. This mechanism helps maintain a balance between OPAL supply and redemption demand over time.

**Control Measures**

Xenitra will implement a number of control measures. These measures include tying token release rate to business growth milestones (actual product sales) to avoid oversupply and the reserve mechanism that is in place to ensure users' redemption capacity is assured. This mechanism ensures product based operating income supports long-term ecosystem development (through inventory in the rewards store and marketing of the loyalty program).

**Benefits of Tokenised Loyalty**

Each loyalty point is a unique and unambiguous token, that has only one contract address. The system is fully transparent, since contract addresses are immutable once deployed on-chain, and anyone can audit the code and transaction history at any time. Full transaction record retention is achieved as every on-chain transaction is traceable, facilitating the generation of financial reports and meeting any tax filing requirements.

**Characterisation of the OPAL token**

OPAL is a utility token issued on the BNB Chain. OPAL token ownership does not represent equity or ownership in the Company, carries no commitment to fixed returns or dividend rights and does not constitute a debt instrument or financial investment product. The use cases for OPAL include payment or partial offset for goods and services, incentives for user consumption and engagement, redemption of platform rights and benefits (e.g., discounts or free products). OPAL functions similarly to a digital loyalty point or platform token, with its value deriving from actual usage demand within the platform ecosystem. The OPAL token has been developed in compliance with the Hong Kong regulatory framework.

The Company will update the market on the uptake and evolution of the Opal Token and Xen Shop as part of its periodic operational and financial updates.

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Token Technical Details
Token Name: Xenitra Opal Token
Symbol: OPAL
Token Type: Utility Token
Token ID: 0x4974DADAdf66d6bd2b51531c3492bF267B0484Bc
Standard: BEP-20
Blockchain: BNB
Total Supply: 1,000,000,000
Xenitra's wallet address: 0xD6147100Bcd36b39bcc76Ee79BA76d6E52aC11d7

*This release has been approved by the board of directors.*

### *About Xenitra Limited*

Xenitra specialises in fast-moving consumer goods (FMCG), nutraceuticals and over-the-counter (OTC) medicine and personal care products that are sold through a channel optimised sales ecosystem including distribution channels spanning Business-to-Business (B2B) trading, retail distribution and all major ecommerce platforms in China. Xenitra is an established brand acceleration partner for western brands entering the Asian markets. Through our proprietary platform, we have a proven track record of delivering exceptional market integration, providing marketing insights and delivering sales velocity.

### *Forward Looking Statements*

This announcement may contain forward-looking statements, including statements regarding: plans, strategies and objectives of management; anticipated revenue, products, and stores; operating costs; Chinese tourism; Governmental policies and preferences (both Australian and Chinese). Forward-looking statements can be identified by the use of terminology such as 'intend', 'aim', 'project', 'anticipate', 'estimate', 'plan', 'believe', 'expect', 'may', 'should', 'will', 'continue', 'annualised' or similar words. These statements discuss future expectations concerning the results of operations or financial condition, or condition or provide other forward-looking statements. These forward-looking statements are not guarantees or predictions of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are beyond our control, and which may cause actual results to differ materially from those expressed in the statements contained in this presentation. Readers are cautioned not to put undue reliance on forward-looking statements. Except as required by applicable regulations or by law, the Group does not undertake any obligation to publicly update or review any forward-looking statements, whether as a result of new information or future events. Past performance cannot be relied on as a guide to future performance.

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