

# **FUTR to Integrate the FUTR Data Protocol and FUTR Utility Token into Its AI Agent App in Partnership with FUTR Foundation**

## **News Release Highlights**

- **FUTR has entered into a Master Services Agreement (MSA) with the FUTR Foundation (the “Foundation”), a non-related party, to integrate the FUTR Data Protocol into its AI Agent App**
- **The Protocol assigns value to the consumer data contributed via the AI Agent App, using this data to both train AI Agents and price consented, time-bound access to the data for Brand Partners (“Brands”)**
- **The FUTR Utility Token, issued by the FUTR Foundation, will serve as the mechanism for rewarding consumers and Enterprises for their data contributions, while also enabling Brands to purchase access to this data for lead generation purposes**
- **The FUTR Corporation will function as the core technology operation and platform partner to the FUTR Foundation and will earn commissions on all Brand leads purchased through the FUTR AI Agent App**

TORONTO--(BUSINESS WIRE)--August 5, 2025--*The* FUTR Corporation (TSXV: FTRC) ("FUTR" or the "Company"), a consumer-centric platform for data valuation and monetization is pleased to announce a major technology milestone and business evolution: the integration of the FUTR Data Protocol and FUTR Utility Token into the FUTR AI Agent App.

FUTR's AI Agent App is designed to put money back in consumer's wallets through a powerful combination of a unique data monetization rewards system, personalized offers and intelligent agent-driven smart payment tools. By enabling direct consumer data contribution, as well as allowing Enterprises to contribute consented consumer data to AI Agents, the platform rewards participation by all stakeholders, while empowering Brands to enhance offer personalization and reduce customer acquisition costs.

FUTR helps consumers avoid irrelevant and overwhelming “marketing noise” by leveraging timely, complete, and transparent data—sourced directly from consumer contributions rather than through traditional, opaque methods like cookies and clickstream tracking.

## **Key Product Suite Evolution – FUTR Data Protocol Build and Integration**

By partnering as the lead technology provider to the Foundation, the FUTR Corporation will assume multiple roles within the FUTR Data Protocol ecosystem—including Data Processor, Data Storage Provider, Fiat Partner, AI Agent Partner, Data Sales Enablement Partner, and Technology Operations and Platform Partner. Further details on each role can be found on the Foundation website.

The FUTR Utility Token is issued by the Foundation and, as part of the MSA, the FUTR Corporation will manage the distribution to consumers and Enterprises that contribute – or “stake” - data to the FUTR Data Protocol through its AI Agent App. The FUTR Corporation will also facilitate the packaging and provision of access to this data for Brands seeking to use it for opportunity identification.

Brands will pay for data-driven leads using the FUTR Utility Token. All contributed consumer data and purchased leads will be priced by the FUTR Data Protocol. The FUTR Data Protocol also enables pricing and incentivization for Enterprises that contribute enriched, consented consumer data - creating a robust and transparent consumer data supply chain.

Consumers are expected to redeem FUTR Utility Tokens in-app for AI Agent upgrades, premium products and services from Brand Partners, or convert them into Fiat under certain conditions. Enterprises and large consumers can also utilize FUTR Utility Tokens to reduce cash outlays for professional services obtained from ecosystem participants, as well as enterprise-level AI Agent capabilities.

Enterprises that earn FUTR Utility Tokens by contributing consumer data can also redeem these tokens for lead generation, significantly reducing or even eliminating the cost of customer acquisition. In some cases, Enterprises may also have the ability to convert or liquidate tokens for cash.

### **Key Business Model Evolution – FUTR Corp earns Service Revenue from FUTR Foundation**

As compensation for these technology services, FUTR Corporation will earn the following from the Foundation:

1. Commissions on all Brand lead purchases
2. A portion of the proceeds of any direct sales of the FUTR Utility Token from Foundation treasury and to strategic Brands
3. A strategic reserve of 3% of the initially available aggregate FUTR Utility Tokens issued over 3 years

As part of the AI Agent App and independent of the Foundation, FUTR Corporation will also earn fees from:

1. Converting between fiat and FUTR Tokens with Consumers, Enterprises and Brands
2. Premium AI Agent features for consumers denominated in tokens (agent customizations, power usage behaviour)
3. Interchange and transaction fees from the FUTR Payment intelligent payment rails
4. Other incremental data services for Enterprises and consumers

The FUTR Data Protocol and FUTR Utility Token will initially launch on Coinbase's BASE blockchain network. Each FUTR AI Agent App will feature an embedded digital asset wallet, enabling users to store FUTR Utility Tokens and facilitate payment transactions seamlessly.

FUTR expects initial integration of the FUTR Data Protocol and FUTR Utility Token to coincide with the launch of the FUTR AI Agent App in Q3 2025, with further comprehensive functionality to be rolled out through Q4.

### **Launched In Partnership with the FUTR Foundation and FutureVault**

The FUTR Data Protocol was developed by the FUTR Foundation, a not-for-profit entity based in The Bahamas, with a mission to "empower consumers and enable them to participate in the data economy by monetizing their data". The FUTR Utility Token is issued by FUTR Ltd., a wholly owned subsidiary of the FUTR Foundation.

As part of the governance structure of the MSA, a joint steering committee between FUTR Corporation and the Foundation has been formed.

A core part of the FUTR technology stack used to build this protocol is a 10-year license to use the FutureVault intelligent data processing engine. As part of this agreement FutureVault will also become a core technology partner to the FUTR Data Protocol.

### **A New Era in Personal Data**

"The FUTR Data Protocol and FUTR Utility Token represent a new era in how we view and manage personal data," said Alex McDougall, President of *The FUTR Corporation*. "We know as individuals, our data is valuable, and being monetized by third parties, powering many aspects of the global economy, and that Brands are eager to engage with us as consumers - but until now, there hasn't been a simple or tangible way to capture that value and reward us, the consumer, for sharing our data. With the FUTR Utility Token, consumers finally have a meaningful incentive to reclaim control and sovereignty over their data."

"We are pleased to be part of the dynamic and exciting ecosystem that *The FUTR Corporation* and FUTR Foundation are building. We are confident that our Intelligent Document Processing capabilities and our pioneering efforts in the digital vault space are going to add massive value to the FUTR Data Protocol and AI Agent App consumer value proposition" said Daniel Kenny CEO of FutureVault Inc.

“FUTR Corporation and FutureVault have been instrumental in conceptualizing the FUTR Data Protocol and we are thrilled to partner with them to fully build out and implement this truly innovative suite of technology” said Jim Allan, Council Member of the FUTR Foundation.

### **About *The* FUTR Corporation**

FUTR’s AI Agent App is designed to put money back in consumer’s wallets through a unique data monetization rewards system, personalized offers and intelligent agent-driven payment and AI-powered life management tools. The platform also enables Enterprises to earn rewards for contributing consented consumer data to AI Agents, while allowing Brands to leverage this data to enhance personalization and significantly reduce customer acquisition costs. [www.thefutrcorp.com](http://www.thefutrcorp.com)

### **About The FUTR Foundation**

The FUTR Foundation DAO is the issuer of the FUTR Token. Established in 2022 in The Bahamas, the Foundation’s mission is to empower consumers and enable their participation in the data economy by monetizing their personal data. The FUTR Foundation Council is comprised of Jim Allan and Eugene McBurney. To advance its mandate, the FUTR Foundation collaborates with leading global partners to develop the technology and infrastructure needed to bring this vision to life. [www.futr.foundation](http://www.futr.foundation)

### **About FutureVault**

FutureVault is pioneering the Client Life Management Vault™, providing an AI-powered Digital Vault Platform-as-a-Service driving Intelligent Document Processing for financial institutions, wealth enterprises, advisors, their clients as well as management, operations and compliance executives. FutureVault automates, aggregates, and centralizes client, advisor, and enterprise documentation (and data embedded within documentation) via bi-directional integrations and connections with other wealth tech providers. Data is extracted from documents in real time by leveraging private LLMs and OCR technology. FutureVault is certified as SOC 2 Type II and PCI DSS compliant and recognized as a 5-star WealthTech provider and a Top 100 Global WealthTech Innovator.

### **Forward-Looking Statements**

This news release may contain forward-looking statements (within the meaning of applicable securities laws) which reflect the Company’s current expectations regarding future events. Forward-looking statements are identified by words such as “believe”, “anticipate”, “project”, “expect”, “intend”, “plan”, “will”, “may”, “estimate” and other similar expressions. These statements are based on the Company’s expectations, estimates, forecasts, and projections and include, without limitation, statements regarding the future success of the Company’s business and the consolidation of the Company’s common shares. The forward-looking statements in this news release are based on certain assumptions. The forward-looking statements are not guarantees of future performance and involve risks and uncertainties that are difficult to control or predict. A number of factors could cause actual results to differ materially from the results discussed in the forward-looking statements. Readers, therefore, should not place undue reliance on any such forward-looking statements. Further, these forward-looking statements are made as of the date of this news release and, except as expressly required by applicable law, the Company assumes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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### **Contacts**

#### **FOR FURTHER INFORMATION PLEASE CONTACT:**

For more information regarding The FUTR Corporation, please contact: Jason Ewart, EVP, at 416-580-0721. For Investor Relations please contact [ir@thefutrcorp.com](mailto:ir@thefutrcorp.com).