

01/12/2025

WWW.NEAFS.COM

NEAFS

THE HEATED ALTERNATIVE

# NEAFS WHITEPAPER

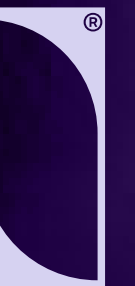
→ Foundations, insights, and the future of the neafs experience



# [NEAFS]

↳ a smoke-free alternative brand from the United Kingdom, using an innovative plant-fiber formula to replace traditional tobacco.

By integrating Web3 technology with real-world consumption, every purchase, verification, and interaction into part of the economic cycle.



**[01] CORE CONCEPT**

**[02] PROJECT OVERVIEW**

**[03] PROBLEMS WE SOLVE**

**[04] THE INDUSTRY KEY PROBLEMS**

**[05] NEAFS SOLUTION**

**[06] ECOSYSTEM GOALS**

**[07] BRAND OVERVIEW**

[02]



# [01] CORE CONCEPT



Let Usage =  
[Investment]

Let Consumption =  
[Participation]

[04]

The NEAFS Coin ecosystem is built on a dual-token structure and an on-chain XP system, forming a consumer-driven and data-transparent decentralized economy.



# [02] PROJECT OVERVIEW

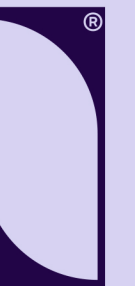


# [NEAFS]

↳ a uk-originated smoke-free brand dedicated to replacing traditional tobacco with an innovative plant-fiber formula.

[06]

By combining Web3 technology with real-world scenarios, NEAFS turns every purchase, verification, and interaction into part of a value loop.



# [03] PROBLEMS WE SOLVE



# [The nicotine ecosystem is aging and fragmented]

[08]



Today's nicotine consumption landscape is isolated, opaque, and lacks feedback between consumers, manufacturers and public health institutions.

REAL CONSUMPTION DATA REMAINS HIDDEN



# [04] THE INDUSTRY KEY PROBLEMS



## The Industry has 04 key Problems

# [01]

### Outdated Feedback Mechanisms

Governments and health organizations spend billions annually on tobacco control and cessation programs, yet lack real-time behavioral data.

policy decisions still rely on surveys and retrospective reports, not on-chain user data

# [02]

### Users lack ownership & transparency

Every purchase generates data - but it doesn't belong to the consumer.

Consumers create value for brands without ownership, transparency, or incentives.

# [03]

### Sales-driven rather than health-driven

Most e-cigarette platforms reward users for buying more, not for using smarter.

The system is designed for sales, not for better health outcomes.

# [04]

### Data Monopoly & Isolation

Most real data is controlled by large manufacturers and not shared publicly.

The industry remains profit-driven rather than insight-driven.



# NEAFS SOLUTION



# [Redefining Consumption]

Every puff, purchase, and choice becomes part of the value flow.

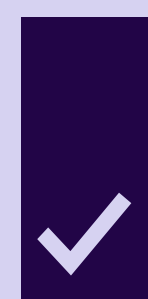


[12]



With blockchain technology  
**NEAFS** links physical consumption  
with digital value circulation

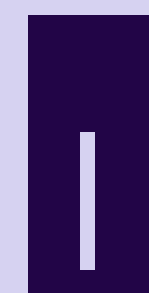
01



### On-chain Authenticity Certificate [NFT]

Each NEAFS device and product is bound to an on-chain authenticity certificate in the form of an NFT.

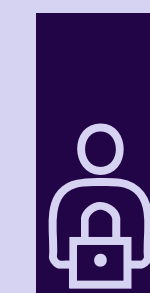
02



### XP Production Mechanism

Every verified use or purchase produces Xp [Experience Points], which represents both contribution and engagement in the NEAFS ecosystem.

03



### Co-builder Indentity

Users are no longer mere consumers - they become contributors and co-builders of the brand's decentralized economy.

[13]

With blockchain technology, NEAFS links physical consumption with digital value circulation.



Let Usage =  
[Investment]

Let Consumption =  
[Participation]

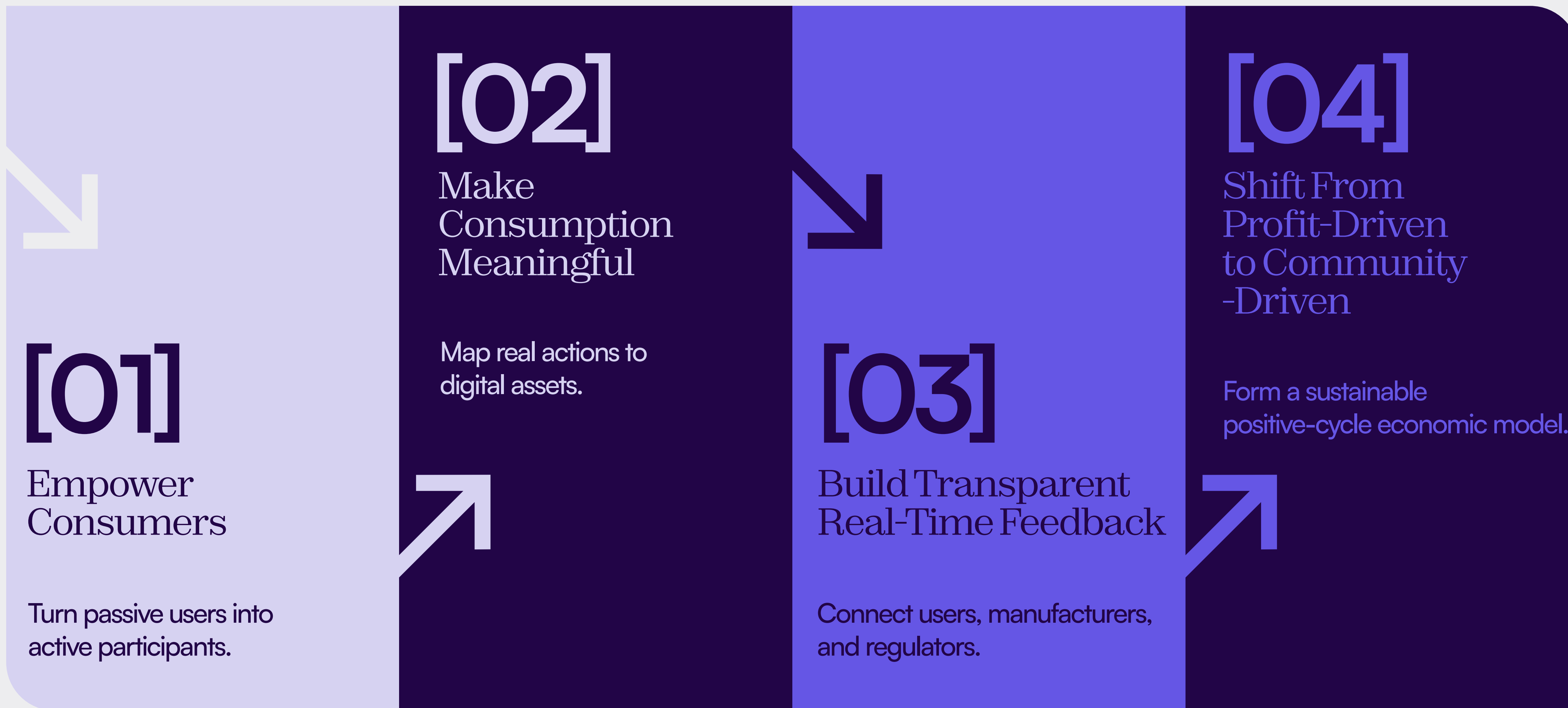
[14]

The NEAFS Coin ecosystem is built on a dual-token structure and an on-chain XP system, forming a consumer-driven and data-transparent decentralized economy.



# [06] ECOSYSTEM GOALS

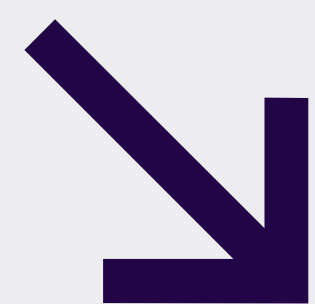




# [07] BRAND OVERVIEW

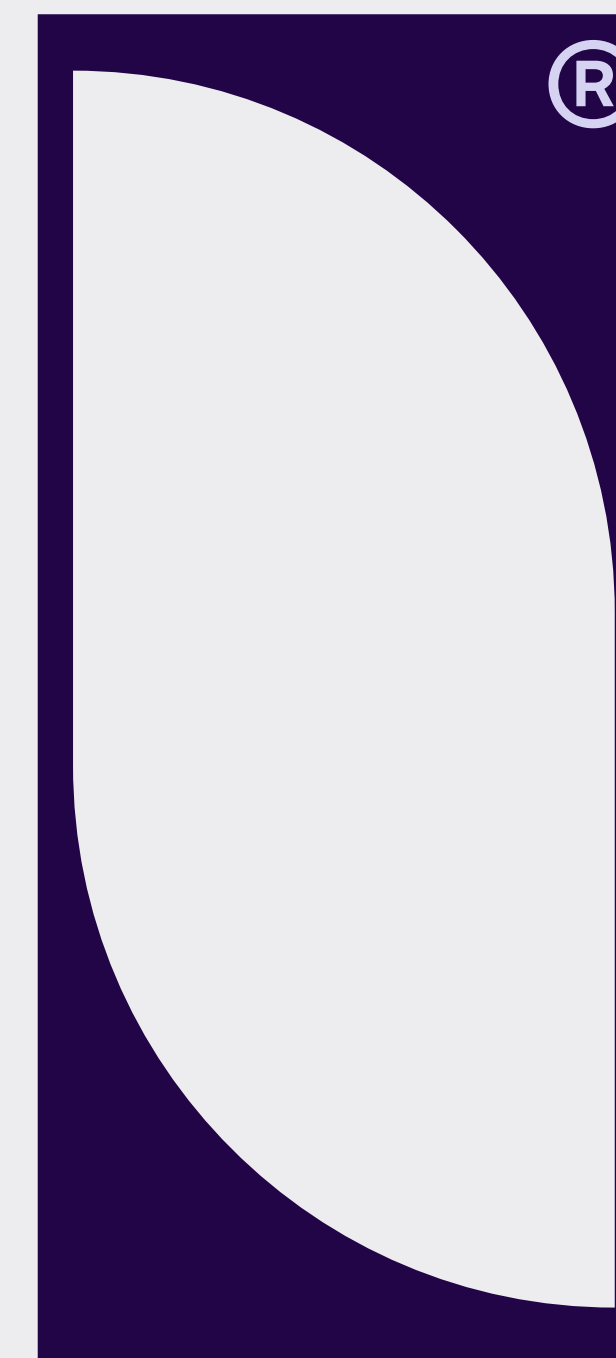


# An Innovative Health Brand Originated in London, UK



NEAFS adopts Heat-Not-Burn (HNB) technology. Through a smart temperature-control system, the plant-based blend is heated to around 350 °C to generate an aerosol similar to smoke.

Compared to traditional cigarettes that burn at about 900 °C, NEAFS significantly reduces the release of harmful chemicals and gently lowers health risks.



[ 900 °C ]

Traditional Cigarettes

High temperature combustion produces harmful substances

[ 350 °C ]

Heating Temp

No Combustion ∨ No Tar ∨ No Smoke

# FROM SMOKE-FREE BRAND TO WEB3 CONSUMER ECOSYSTEM

NEAFS extends its innovation into digital realm, combining real-world behaviour with on-chain incentives to form a new economic model.

[20]

## [01]

NEAFS Club  
User Marketplace

## [02]

On-Chain Value  
Data Closed Loop

## [03]

NEAFS DAO  
On Chain Ecosystem

Each **NEAFS** user becomes a node in the ecosystem - A data contributor, NFT holder, and XP producer.



# TOKENOMICS

[40%]

## Core Team

Locked for 1 year, then linearly released over 3 years to ensure long-term commitment.

[21]

[25%]

## Community Sale

For private sale, public sale, and IDO fundraising; locked for 3 months, then linearly released over 1 year.

[20%]

## Ecosystem Fund

Used for airdrops, consumer mining, and liquidity mining; linearly released over 3 years.

[15%]

## Liquidity & Treasury

Used for initial DEX liquidity and emergency ecosystem expenditures.



# ROADMAP

[01]

2025 Q4  
Launch NEAFS DApp;  
XP and mining systems  
go live.

[03]

2026 Q2  
DAO treasury buyback & burn;  
on-chain profit sharing;  
community proposals  
introduced.

[05]

2026 Q4  
Roll out smart hardware;  
expand to North America/  
Europe; launch API & SDK.

[22]

[02]

2026 Q1  
Launch SNFS & INFS dual-token  
system; activate liquidity pool and  
DAO voting.

[04]

2026 Q3  
Launch brand NFTs and co-creation  
programs; onboard partner brands.



# SECURITY & PRIVACY COMMITMENT

01

Data Control

Compiles with GDPR, ensuring full data protection.

02

Transparent Processing

Collects only necessary info for identity verification and service improvement.

03

Secure Storage

Data stored securely during contract term and 60 days after termination.

04

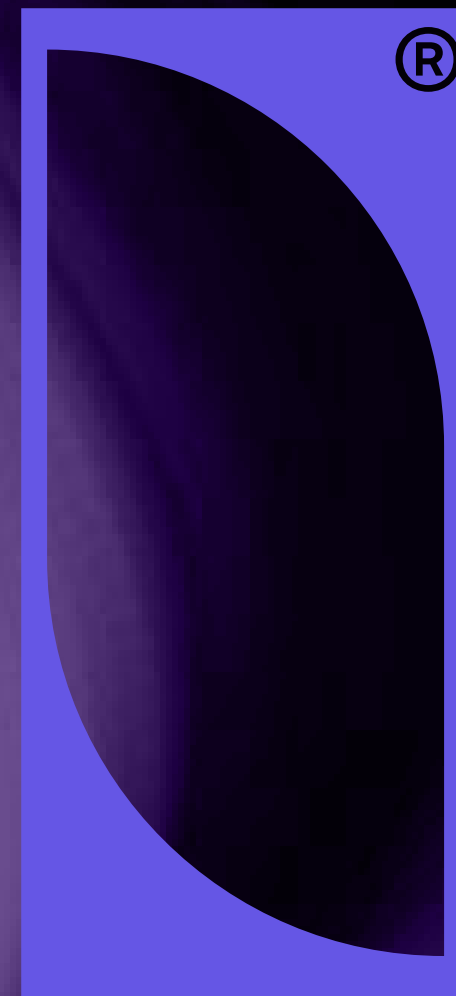
User Rights

Users can review privacy policy anytime to know how their data is used.

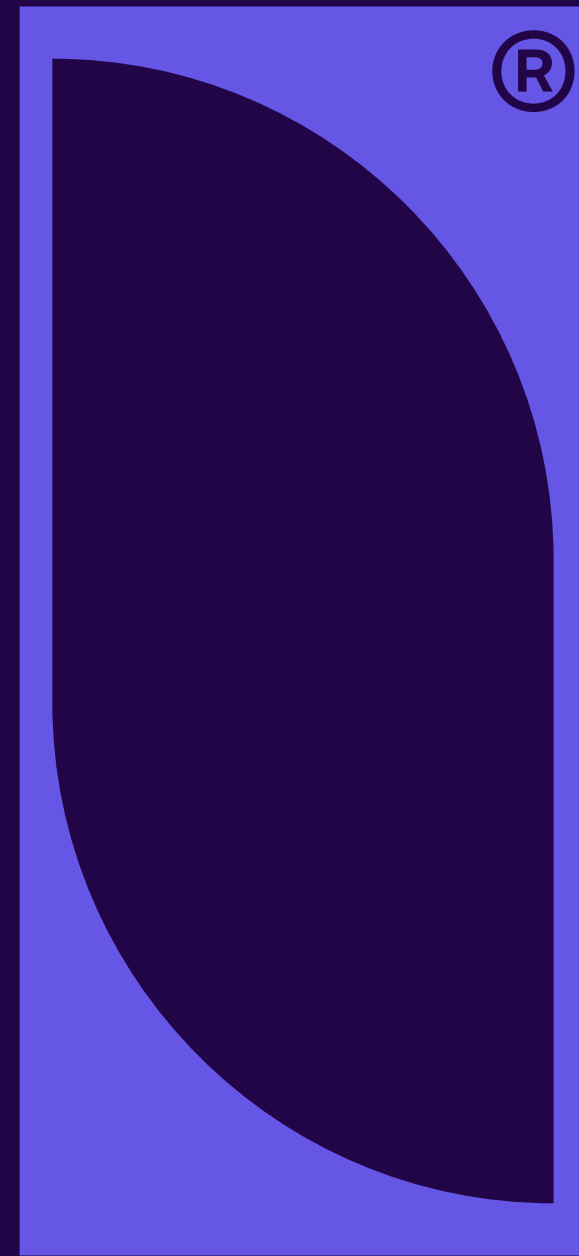
[23]



**NEAFS** is not just redefining how  
people smoke



↘ *IT'S REDEFINING HOW VALUE FLOWS.*



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