INSTITUTIONAL DOCUMENT

OFFICIAL WHITEPAPER

TOKEN BAFF'S

Version 7.0 — In-depth institutional edition

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The digital economy of the Baff's network — 100+ stores across 10 states.

Contents

1. Executive summary

The Token Baff's is the digital medium of value circulation for the Baff's network — a savory bakery and cafeteria franchise model, with presence in airports, shopping malls and stations, more than 100 units across 10 states, and a consolidated industrial track record since the 1980s.

The project does not present itself as a speculative cryptocurrency, financial application, security, or promise of return. The thesis is operational: to build an economy in which Token Baff's has concrete reasons to circulate among stores, customers, employees, franchisees, new franchisees, suppliers (in a future phase), and the brand itself — including social impact through Baff's Care.

Main economic rules (summary):

- Fixed maximum supply: 25.000.000.000 Token Baff's (BEP-20, BNB Smart Chain; mint disabled).
- Public sale: 30% (7.5 billion) in 12 stages, started in August 2026.
- Target liquidity on the DEX: 3.750.000 USDT + 3.750.000.000 tokens (15%), with 12-month LP lock.
- Team vesting (25%): 12-month cliff after the end of the stages; gradual release per the rules in this document.
- Utility first: campaigns, referral, ranking, benefits and, progressively, use in the units.

Without real adoption in the network, the token remains a thesis. With adoption, it becomes the brand's economic infrastructure.

2. The company and the Baff's network

2.1 Who Baff's is

Baff's operates in the savory bakery and cafeteria segment, with company-owned and franchised units (mixed model), in high-traffic channels — airports, shopping malls and stations. The network has more than 100 units (food bikes, kiosks and snack bars) in 10 states:

- São Paulo (SP) — largest concentration (capital, metropolitan region — Osasco, Guarulhos, Barueri — and inland/coast — Campinas, Jundiaí, Sorocaba, Santos, among others)
- Distrito Federal (DF) — Brasília
- Minas Gerais (MG) — Juiz de Fora
- Piauí (PI) — Teresina
- Mato Grosso do Sul (MS) — Campo Grande
- Goiás (GO) — Goiânia
- Paraná (PR) — Curitiba, Toledo
- Rio Grande do Sul (RS) — Porto Alegre, São Leopoldo
- Rio de Janeiro (RJ)
- Espírito Santo (ES) — Vitória

Reference monthly volumes of the operation (order of magnitude disclosed by the brand): about 260.000 cheese breads (pães de queijo), 75.000 coxinhas, 12.000 X-Baff's and 310.000 coffees. Institutional website: https://baffs.com.br/.

2.2 Culture and continuity

Baff's presents itself as a family and network business: partners, associates and employees share the same operational success. Growth beyond 100 units is treated as a foundation — not as an end point.

2.3 Legal relationship with Token Baff's

Digital operation of Token Baff's, at the current stage, is linked to Todaro & Cavalcanti Intermediações LTDA, CNPJ 54.123.436/0001-05, in articulation with the Baff's brand and network. The token is utilitarian within the ecosystem; it does not represent equity participation in Baff's or in the operating company.

3. Market problem

Two worlds usually remain separate:

- Digital tokens launched with a strong narrative, yet without everyday use, without backing in a real operation, and with incentives that favored speculation, launch hype and massive supply unlocks.
- Traditional retail networks that already drive consumption, benefits and franchisee relationships every day — generally with fragmented loyalty programs (“points” locked inside an app), little perceived value for the customer, and low economic integration among brand, store and consumer.

Pain by stakeholder (project thesis):

Stakeholder	Pain / opportunity
Customer	Wants benefits, campaigns and concrete use in network consumption — not just an abstract “point.”
Franchisee	Wants commercial use in the unit and participation in larger transactions (including in the franchise acquisition context).
Brand	Wants to receive Token Baff's from franchisees and integrate internal settlement with clear commercial rules.

To date, the network had not consolidated a single app/coupon that solved this alignment; Token Baff's is the layer proposed for that role.

4. Solution and positioning

4.1 Central thesis

Physical units do not serve only to prove that a real business exists. They are the entry channel of the digital ecosystem.

Intended flow:

- The person enters the cafeteria, sees the unit QR code and registers.
- Receives welcome tokens (when there is an active campaign).
- The franchisee, with their own link or QR, explains the project: referrals from that store also accumulate Token Baff's.
- The customer has a reason to register; the store has a reason to promote.
- With a per-unit identifier, the network tracks registrations, usage and referrals by store — aligning the POS operator with community expansion.

Most digital tokens need to buy attention through advertising. Baff's already has daily physical foot traffic.

4.2 Why a token and not only classic points

Token Baff's carries added value that can be converted and used in the Baff's network — distinct from unilateral internal points.

Differentials vs. classic loyalty:

- Use value in the network, not only a symbolic internal balance.
- Circulation among customers, franchisees and the brand.
- Physical store as a channel for registration, referral and support.

4.3 What Token Baff's is — and what it is not

Is	Is not
Utility digital asset in the Baff's ecosystem	Security
Medium for campaigns, benefits and operational circulation	Debt instrument
Economic infrastructure of the network	Equity participation
	Promise of yield, dividends or appreciation

5. Ecosystem structure and circulation

The purpose of the token is to circulate. The planned circuit — formalized gradually in operations — includes:

- Stores — recognize the token in campaigns, benefits and, progressively, in consumption (QR Code and application).
- Customers — accumulate and use it in the network's day-to-day.
- Employees — incentives (e.g., discounts), still defining targets.
- Franchisees — operate in the same economy; an incentive fund may absorb benefits.
- New franchisees — entry package may include tokens (e.g., 5% of the amount contributed) and differentiated conditions.
- Suppliers — future integration into internal settlement (see §6.5).
- Baff's / Care — reuses flow in operations, campaigns and social impact.

The digital ecosystem already operational includes: official sale platform (tokenbaffs.com.br), customer area, referral program, ranking/score system and Baff's Care.

6. Applicability (utility in the network)

This section answers the critical question: how does Token Baff's appear in day-to-day life?

6.1 Customer

Dimension	Description
How they earn	Purchase in the official sale; referral; campaigns (registration, level bonuses when active).
How they spend	Discount campaigns according to holder ranking; rules defined by store.
Where they see the balance	Customer area at tokenbaffs.com.br.
Example	Registered and earned 100 tokens (campaign); referred and earned a referral bonus; receives 5% in tokens on confirmed purchases by direct referrals.

Public rules for referral, ranking and score: https://tokenbaffs.com.br/#indicacao · https://tokenbaffs.com.br/#token · https://tokenbaffs.com.br/calculo-score.php

6.2 Store / franchisee

Dimension	Description
Acceptance	QR Code and application.
Who absorbs the benefit	Incentive fund.
Token purchase by the franchisee	Not mandatory; there is an incentive if they purchase.
Additional operational benefit	Not yet implemented.

6.3 Employee

Incentives planned in the form of discounts. Targets and frequency not yet defined. Employee pilot: not yet started.

6.4 New franchisee

Entry package may include Token Baff's equivalent to 5% of the amount contributed, plus differentiated amounts/conditions linked to the token — according to the commercial policy in force at the time of adhesion.

6.5 Supplier (future)

Prerequisites: consolidated ecosystem (token already used in stores, pricing rules, commercial contract, franchisee adhesion). Approximate horizon: 2nd half of 2027, after DEX liquidity consolidation — subject to revision.

6.6 Baff's Care

Social/environmental/animal destination linked to purchases in the public sale:

- The amount allocated corresponds to 10% of the total value of tokens sold during the 12 launch stages.
- The split among causes is not predefined: it depends on the choice made in each acquisition.
- Who chooses the cause: the registered customer at the time of purchase.
- Proof: disclosure on social media, certifications and media coverage, as executed.

The Care allocation does not reduce the quantity of tokens credited to the participant for the purchase.

6.7 Rollout phases

Phase	What enters	Success criterion	Timeline
A — Pilot	Registration via store QR + initial campaign	To be defined (no. of stores)	To be defined
B — Loyalty + referral	Referral and ranking program	To be defined	Ongoing on the site; store expansion to be defined
C — Consumption / partial payment	Use in consumption at the units	To be defined	After pilot is stabilized

Phase	What enters	Success criterion	Timeline
D — Suppliers / affiliates	Settlement / partner networks	To be defined	Not an immediate priority

Pilot stores/states (initial): São Paulo (capital), Jundiaí, Itatiba and Campinas — other units to be defined.

7. Technical architecture

Item	Specification
Maximum supply	25.000.000.000 Token Baff's
Standard	BEP-20
Network	BNB Smart Chain (BSC)
Decimals	18
Mint	Disabled
Automatic fee	Not applicable
Contract	In preparation; publication and verification on BscScan planned
External audit	Not yet performed
Ownership	Renunciation planned after stabilization (see governance and roadmap)
Pre-DEX custody	Balance in the customer area until transfer after stages / listing
Payment gateway	Plisio
Allocation wallet control	Platform/Baff's operation; multisig to be evaluated before DEX listing

The absence of mint guarantees a known maximum supply. The architecture enables on-chain traceability and future integration with BNB Smart Chain DEXs after completion of the sale stages.

8. Tokenomics

8.1 Supply

- Fixed maximum supply; mint disabled.
- Circulating in open market: not yet (pre-DEX listing).
- Team vesting baseline date (T0): after the end of the 12 stages.
- Team vesting: planned in contract.

8.2 Supply distribution

Category	Quantity	%	Function	Control	Vesting / lock
Public sale (12 stages)	7.500.000.000	30%	Official sale	Platform	n/a (buyer)
DEX liquidity	3.750.000.000	15%	Liquidity pool	Platform (LP)	12-month LP lock after listing
Team	6.250.000.000	25%	Team / Baff's	Baff's	Vesting §8.3
Marketing / partnerships	2.500.000.000	10%	Promotion and partnerships	Baff's	Release per campaign (fine calendar to be detailed)
Reserve / treasury	2.500.000.000	10%	Digital security, maintenance, referrals, incentives, campaigns	Platform	No formal vesting; on-demand use

Category	Quantity	%	Function	Control	Vesting / lock
Incentives / ecosystem	2.500.000.000	10%	Baff's Care and incentive programs	Platform	Distribution per programs
Total	25.000.000.000	100%			

Note on team allocation (25%): percentage above the range often cited in institutional diligence (10–20%). Part of the operational narrative: up to 5% of the team bucket may be used as a strategic burning reserve, with indicative release of about 10% per month as needed — a discretionary supply-management mechanism, not a guarantee of burn on a fixed calendar.

8.3 Team vesting

- Cliff of 12 months from T0 (end of stages).
- 5% released in month 12.
- 95% released linearly over the following 24 months.
- Total team release horizon: 36 months (12 cliff + 24 residual release).
- Marketing/partnerships and Incentives/ecosystem buckets will also have release rules (contractual/operational detail in updates to this document).

The team allocation (25% of supply) is shared equally among 6 members and subject to this 36-month vesting. Thus, potential team liquidity is diluted over time: after the cliff, the residual monthly portion is fractionated, which reduces the risk of concentrated short-term supply and aligns the team with long-term execution. This does not constitute a guarantee against volatility, market selling or financial results.

8.4 Demand and sinks

Topic	Current position
Who needs to hold/buy Token Baff's	Baff's network, franchisees, suppliers (future) and consumers.
On redemption at the store	Token stays with the store; part is burned (percentage not yet fixed).
Buyback & burn	No fixed %; dependent on internal governance action / project health.
Staking / yield lock	No.
Care 10%	Comes from the Incentives / ecosystem bucket (Care mechanics described in §6.6).

9. 12-stage sale model

- 30% of supply = 7.500.000.000 tokens.
- 12 lots of 625.000.000 tokens.
- Expected duration: about 30 days per stage (may vary).
- Stage 1: started in August 2026, price 0,00065 USDT per token.
- Stage 12: price 0,0010 USDT per token.
- Price progression: proportional percentage increase between stages, on the order of ~4,5% per month (approximations; the published price of each stage prevails).
- Hard cap per wallet/CPF: there is no limit.
- Official purchase: tokenbaffs.com.br — USDT on BSC (0% deposit fee via gateway) or PIX (4% deposit fee).
- Referral program (5% on referred purchases): tokens come from the Reserve / treasury bucket.
- Campaign bonuses (registration, tokens/ref per level): per public rules on the site; campaigns are periodic.
- Balance remains in the customer area until transfer to the user's own wallet, planned after the final stage and DEX listing.

The price of each stage is a condition of that lot — it is not a return estimate or a projection of open-market quotation.

10. Liquidity strategy

- Planned pair: Token Baff's / USDT on DEX (Uniswap and/or PancakeSwap on BNB Smart Chain).
- Liquidity target: 3.750.000 USDT + 3.750.000.000 Token Baff's (15% bucket).
- If the public sale raises less than needed to back that target, initial USDT liquidity decreases proportionally to fundraising. The intention is to reach 3.75 million USDT when the sale runs according to plan.
- LP lock: 12 months from DEX listing, in a public/verifiable lock contract.
- CEX listing: later (not a commitment of the immediate post-DEX phase).

From listing onward, the open-market price will be determined by supply and demand. There is no guarantee of liquidity, quotation or outcome.

Reference coherence: 3.75M USDT ÷ 3.75B tokens ≈ 0,001 USDT/token, aligned with the order of magnitude of stage 12 pricing — design reference for the pool only, not a guarantee of future price.

11. Economic sustainability

Sustainability depends on real adoption in the network, not on price expectation.

Year 1 — demand engine (main): official sale + referral/campaigns; in-store use as the pilot advances; benefits according to unit adhesion.

Year 1 — sinks (main): accumulation in the customer area + Care allocation; in-store consumption sink still being implemented (partial burn on redemption, percentage to be fixed).

Structural pillars: fixed supply; team vesting; liquidity with target and LP lock; eventual and discretionary buyback & burn.

If adoption is low, the token remains an operational thesis — with no price promise.

12. Governance

- Today: parameters decided by project administration (centralized model at this stage).
- The holder never votes on: token price; dividends; profitability; corporate decisions of Baff's.
- Governance opening (future evaluation): after DEX listing + 12 months of LP lock + minimum adoption in pilot stores + ownership renunciation of the contract.

Future models will be defined according to ecosystem maturity. There is no fixed deadline beyond these evaluation conditions.

13. Roadmap

Estimated timelines, subject to adjustment according to execution and network adhesion. Anchor: stage 1 started in August 2026.

Milestone / estimated timeline	Deliverable	Status
Aug/2026 onward; ~12 months for the 12 stages	Sale platform / stages	In progress
~1 quarter after formal pilot start	Store pilot	Planned
~August/2027	End of the 12 stages	Planned
From Aug–Sep/2027 (after end of stages)	DEX listing + liquidity	Planned

Milestone / estimated timeline	Deliverable	Status
Together with / right after DEX listing	Transfer to own wallet	Planned
After pilot stabilized	National campaigns	Planned
Parallel to campaigns / post-pilot	Care operational at scale	Planned
Before or together with DEX listing (if any)	External audit	Not yet
After listing + stabilization (aligned with 12-month LP lock)	Ownership renunciation	Planned

14. Security

- Public and verifiable contract (when published).
- No mint function; no automatic fees alterable post-deploy in the planned model.
- Official sale payments via Plisio, with on-chain confirmation in the crypto flow.
- Customer area with 2FA (email and TOTP / Google Authenticator).
- WebAuthn (biometrics / Face ID) in the customer area.
- Administrative action logs in the panel.

No measure fully eliminates technological or third-party risk.

15. Team / structure

- Project team: 6 people, with equal participation in the team allocation (25% of supply ÷ 6).
- That allocation is not liquidable at once: it is subject to the 36-month vesting described in §8.3 (12-month cliff; 5% in month 12; 95% linear over the following 24 months), so that residual monthly release is fractionated and short-term team supply pressure is lower.
- Names are not disclosed in this document.
- Aggregated responsibilities: operations, product, commercial and Token Baff's execution.
- Public advisors / partners: none listed for now.

16. Risks

Participating in a digital asset involves risks, including:

- Adoption below expectations in stores; uneven adhesion across units; differentiated participation in campaigns.
- Operational and roadmap execution risks.
- Technological risks (network, contract, custody, infrastructure).
- Regulatory changes in Brazil and abroad (including CVM and virtual asset rules).
- Volatility and low liquidity, if and when there is an open market.
- Dependence on third parties (gateways, blockchain, providers).
- Contract and audit still at a stage prior to full publication.

Token Baff's does not guarantee financial results, appreciation, profitability or liquidity.

17. Legal notice

Token Baff's is a utility digital asset intended for use in the Baff's ecosystem. It does not constitute a security, debt instrument, equity participation or promise of return.

This document is informational and institutional. It does not constitute a public offering of securities, investment recommendation, advice or return guarantee. The CVM and other authorities assess the effective economic function of the asset — the “utility token” label does not, by itself, define the legal classification.

Primary reference jurisdiction: Brazil. Legal review of this notice: will be performed when this whitepaper is completed and approved for final publication.

Also read the Terms of Use and Privacy Policy at tokenbaffs.com.br. If in doubt, consult independent legal or financial counsel.

18. Institutional conclusion

Token Baff's exists to circulate in the Baff's network economy. Fixed supply, staged sale, vesting, liquidity with target and LP lock, Care and eventual buyback/burn mechanisms are infrastructure rules — not an appreciation argument.

The project's path is the formalization and adoption of that circulation: stores, customers, employees, franchisees, suppliers and the brand. Without that, the token remains a thesis. With that, it becomes network infrastructure.

Official document: tokenbaffs.com.br

19. Glossary (summary)

Term	Brief meaning
Utility token	Token with a use function in the ecosystem, without a promise of yield
Supply	Maximum quantity of tokens
Circulating	Quantity in effective circulation
Vesting	Gradual release of tokens over time
Cliff	Initial period with no release
T0	Baseline date from which vesting is counted
TGE	Token generation/availability event in the market
DEX	Decentralized exchange
LP	Liquidity provider tokens of the pool
LP lock	Time lock of LP tokens
Sink	Mechanism that removes or consumes tokens from speculative circulation
Buyback & burn	Token repurchase and burn
BEP-20	Token standard on BNB Smart Chain