

CARDANO BOOTH PROPOSAL KPI RESULTS AS OF 1 SEPTEMBER 2027

Booth Events KPIs	Total KPIs set for all events	Total Results on Project Completion	Success on Project Completion	Blockchain Rio 2025	Digital Assets Forum 2026	AFRICA Tech Summit 2026	Paris Blockchain Week 2026	North American Blockchain Summit 2025	TOKEN2049 Singapore 2025	Consensus HK 2026	DC Blockchain Summit 2026	FutureProof Miami 2026	TEAMZ Web3/ AI Summit 2026	Money2020 Asia 2026	Consensus Miami 2026	Web3 Asia 2026	Duke Blockchain Week 2026
Total no of contacts engaged at the booth	9550	8191	144.97%	960	134	321	1000	300	1145	642	200	200	425	603	1956	605	
# Developer Participation	350.5	1,169	324.27%	13.9% / 92	6.7% / 9	34% / 109	54% / 540	5% / 15	11.35% / 130	10.88% / 70	5% / 10	5% / 10	6% / 26	5% / 30	5% / 98	5% / 30	Rare Network supported Duke Blockchain Conference 2026 through sponsorship.
# New Strategic Collaborations - Government Institution/Regulators	49	50	102.04%	13	3	3	0	3	5	3	2	3	2	5	3	5	
# New Strategic Collaborations - Enterprise	85	143	168.28%	20	6	9	14	2	8	35	3	5	7	12	13+	21	educational outreach, and student engagement initiatives.
# New Strategic Collaborations - Education Institution	28	26	92.86%	10	1	3	2	not focus	3	2	N/A	N/A	1	2	2+	2	The activation featured a fireside chat with Mary Beth Buchanan, breakfast sponsorship, and opportunities to introduce students and young professionals to blockchain technology and the Cardano ecosystem. This conference was an economical alternative to Token 2049
# Expert Panels or Keynote Speaker Ops	17	27	158.82%	3	3	4	6	2	1	0	0	4	4	1	0	2	Duke Blockchain Week 2026
Media Visibility (Coverage), Interviews & Outlets	relevant	147	achieved	3	3	6	30	10+	12	17	5	8	39	2	20	2	
# Cardano Visitor Sign-Ups	520	1045	200.96%	not focus	not focus	237	62	25	130	181	N/A	N/A	108	62	0	250	
# Cardano Academy Subscribers	950	1244	222.14%	74	20	115	69	not focus	183	105	N/A	N/A	208	49	32	389	
# Sign-Ups to Future Hackathons	relevant	102	achieved	not focus	not focus	10	not focus	not focus	39	17	N/A	N/A	17	6	0	13	
Follow Social Media	relevant	Period: From August 1 2025-July 14th 2026 83,998+ new followers across LinkedIn, X, and YouTube	achieved	relevant	relevant	relevant	relevant	relevant	relevant	relevant	relevant	relevant	relevant	316	relevant	341	
#Expert-Led Workshop Sessions / Builders Presentations	44	56	127.27%	3	3	15+	17	0	11	5	0	0	7	4	0	6	
# Merchandise Distribution at the booth	4750	6357	133.83%	600	237	900	520	200	800	620	N/A	250	630	600	500	500	
Side Events KPIs																	
Total no of contacts registered		9821	achieved	n/a	n/a	n/a	841	720	2,594	1692	n/a	n/a	295	n/a	3,229	n/a	150
Attendees checked in		2981	achieved	n/a	n/a	n/a	300	576	565	300	n/a	n/a	205	n/a	1,438	n/a	120
# Cardano Community		246	achieved	n/a	n/a	n/a	50 (16.7%)	12 (2%)	85 (15%)	90 (14.3%)	n/a	n/a	10 (4.9%)	n/a	35 (2.6%)	n/a	1 (1%)
# Outside Ecosystems		2,735	achieved	n/a	n/a	n/a	250 (83.3%)	564 (88%)	483 (85%)	300 (85.7%)	n/a	n/a	195 (85.1%)	n/a	1,400 (97.4%)	n/a	119 (99%)
Wallet Claims		71	achieved (not focus for side-event)	n/a	n/a	n/a	not focus	not focus	71	not focus	n/a	n/a	not focus	n/a	not focus	n/a	not focus