



Choice NV Press Release

FOR IMMEDIATE RELEASE

September 12, 2025

Choice NV Announces Personal Publication of Updated White Paper on Good Money Vision as well as Related Works by Executive Chairman Bart Van Coppenolle

Leuven, Belgium – Choice NV, a Belgian public company specializing in AI-driven direct marketing and blockchain technology, informs the public about the personal publication by its Executive Chairman, Bart Van Coppenolle, including an updated white paper on his visionary concept for Good Money.

These documents, authored in his personal capacity for informational and inspirational purposes only, explore inflation-resilient value stablecoin ideas rooted in Austrian economic principles to foster abundance in a volatile global economy.

The updated white paper discusses ideas for blockchain-based stablecoins backed by publicly traded value stocks, emphasizing their potential role in addressing global food security challenges through initiatives like the Good Food Initiative.

It focuses on the scientific, economic, and neuropsychological foundations of Good Money, envisioning voluntary exchanges that promote serotonin-driven trust over coercive scarcity. No entities within the Choice Group are engaged in any issuance, fundraising, or development related to these ideas, and the documents do not constitute an offer, solicitation, or investment advice.

"This personal publication extends my reflections from books like *Good Money* (2013), *The Secret of Success* (2024), *Apocalypse* (2025), and my *2025 Open Letter to Choice NV Shareholders*, aiming to inspire thought on ethical finance and economic abundance," said Bart Van Coppenolle.

Key ideas highlighted in the Updated White Paper include:

- **Backing and Stability:** Full reserves with dimensionless ratios (e.g., P/E, price-to-book) for protection against currency fluctuations, drawing on historical data (1970–2025, ~10.6% annualized returns post-2010).
- **Utility in Food Security:** Applications for long-term holding in sustainable agriculture through mutual guarantees.
- **Market Context:** Alignment with growing sectors like stablecoins (projected \$1.1T market cap by 2035 at 18% CAGR) and DeFi (\$100B+ in 2024).
- **Ethical Focus:** Emphasis on voluntary value creation and exchange, countering scarcity-driven systems.

To provide a comprehensive overview on the economics of Good Money, Bart has made available the following personal publications for informational purposes:

1. **One-Pager:** A concise 1-page overview of Good Money's economic principles at <https://tr.ee/rYC3I0W2bi>
2. **Good Money in a Nutshell:** A 8-page summary of the Updated White Paper at <https://tr.ee/cahO9YQS8h>
3. **Updated White Paper:** A 70-page inspirational visionary white paper for inflation-resilient value stablecoins and global food security at <https://tr.ee/qENCE6lJpd>

Additionally, Bart's Good Money Trilogy and its summary in his Open Letter Essay – elaborating on the scientific and broader cultural background of Good Money – is downloadable for free:

4. **Open Letter:** A 50-page summary essay of the three following foundational books sent as an Open Letter to the Choice NV shareholders at <https://tr.ee/uMGm3tuoCv>
5. **Good Money:** Outlines the economic framework at <https://tr.ee/33w6iQpOeG>
6. **The Secret of Success:** Explores the scientific, evolutionary, and neurological foundations at <https://tr.ee/WhT96--yc>
7. **Apocalypse:** Contextualizes Good Money within the current existential threat to humanity at <https://tr.ee/h9g2LgnPg2>

Readers are encouraged to explore these materials for deeper insights into the inspirational vision of Good Money as a tool for prosperity and freedom, while being mindful of the disclaimers provided.

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About Choice NV

Choice NV is a Belgian public company pioneering AI-driven direct marketing and content discovery technology, strategically positioned as the "Spider in the Web" in the international media and distribution landscape (see Annex 1 of the white paper for full explanation).

With a market capitalization under €5 million and equity of ~€66 million, Choice NV offers significant undervaluation, making it an ideal foundation for Good Money's innovative ecosystem.

Developed over a decade, Choice's platform integrates neuropsychological insights from *The Secret of Success* (2024), one of the three foundational books for Good Money by Choice NV's chairman, to create ethical, abundance-focused solutions. Its two-dimensional interfaces align with the brain's rational (left-hemisphere) and intuitive (right-hemisphere) processing,



fostering voluntary engagement through serotonin-driven trust rather than dopamine-based manipulation.

This "Good Spider" approach counters malign behaviors in social media and other areas of society, prioritizing closed-loop systems that enhance customer relationships, supply chain efficiency, financial performance, and sustainability.

Key innovations include:

- **Personalized Content Discovery:** "Personalized TV" curates user universes with interactive playlists and virtual TV channels, enabling non-linear viewing and cable-cutting via OTT platforms.
- **Backend Integration:** Seamless CRM and ERP customization supports just-in-time manufacturing, total quality management, and AI-driven consumer journeys from discovery to quality feedback.

Disclaimer

This press release is for informational purposes only and does not constitute an offer, solicitation, or financial advice. Refer to the white paper's Disclaimer for details on its nature.