

GOALDADDY BREAKS

**OUR BUSINESS.
OUR PORTAL.
OUR NEXT
CHAPTER.**

**GOALDADDY BREAKS
AND \$JUGS**



GOALDADDY BREAKS AND JUGS WHITE PAPER

Our live sports card business, customer portal and immediate cash buybacks on eligible hits. Our next chapter brings wallet-connected JUGS purchases, optional token payouts and free customer rewards.

LIVE BUSINESS / BUILT PLATFORM / JUGS REWARDS COMING SOON

GOALDADDYBREAKS.COM • VERSION 1.0 • OCTOBER 2026



THE BUSINESS BEHIND THE TOKEN

We have been streaming on Whatnot for approximately 3.5 years, building GoalDaddy around customers who watch, collect and participate in live sports card breaks. Our live customer portal lets customers receive immediate cash buybacks on eligible hits instead of waiting days after a break. Our live CRM supports our breaking operation, connecting each customer's hits, buyback decisions, payouts, shipping and history in one system. We are also adding the ability for customers to connect their wallet and buy \$JUGS directly in our portal. Our next planned step connects that customer experience to \$JUGS, our token on Solana, through optional token payouts and free customer rewards.

We maintain a designated wallet holding SOL. When a customer requests a buyback in \$JUGS, or we choose to send a free customer reward, we plan to use that SOL to buy \$JUGS on the open market and send it to the customer's verified wallet. A token payout for a sold card and a free reward are separate uses of the same purchase and delivery process.

Watch our shows and meet the team on Whatnot: [@goaldaddy](https://www.whatnot.com/@goaldaddy)

Our business today

Business measure	Our business
Streaming history	Approximately 3.5 years on Whatnot
Annual business revenue	\$15M+
Whatnot followers	78K
Customer base	Thousands of customers

What this paper explains

The following pages explain live breaks and repacks, why the portal matters, how card buybacks differ from token purchases, and how planned rewards would work. They distinguish the live customer platform from the upcoming \$JUGS rewards and payout integration.

The customer portal, CRM and eligible cash card buybacks are live. Direct wallet-connected \$JUGS purchases are coming soon. \$JUGS payouts, free token rewards and the associated open market token buybacks are coming soon and are not yet active. The final page contains program details and official links.



HOW THE SPORTS CARD BUSINESS WORKS

A break explained for someone new

A sports card break is a live opening of card products for participating customers. A customer purchases a spot under the rules of that particular show. The host opens the products on camera and cards are allocated according to the advertised format. In a team break, for example, the team associated with a card determines which participant receives it.

We run multi-sport repack breaks containing 10 cards per break, with cards ranging in value. We shuffle the team deck, and the customer who wins the auction plucks a team from the deck on screen. Our show listing explains the applicable team and special-card allocation rules.

Why customers participate

The experience combines collecting with a live show. Customers can watch the opening, see their cards revealed and interact with our team and Garl. Some cards become part of a personal collection; customers may prefer to sell other eligible cards back to the business. Card values and outcomes vary, and buying a break spot does not assure a valuable card or recovery of the purchase price.

Where JUGS repacks fit

Our repacks are assembled and curated by The Slammy Factory. A repack contains cards selected and repackaged for sale, rather than a sealed pack assembled by the original card manufacturer. The repack product and the \$JUGS token share branding but are different things: one is a physical card product, and the other is a digital token.

Each show has its own product lineup and allocation rules. Our 10-card format describes the entire break; it does not guarantee that every customer receives a card or a specific value. We explain the applicable format in the show listing.

The customer journey

1. Visit our official Whatnot account, @goaldaddy (whatnot.com/user/goaldaddy), choose a scheduled show and read the listing.
2. Purchase a spot and receive the assignment defined by that break.
3. Watch the cards open and receive the cards allocated to the spot.
4. Once an eligible break is finalized and portal access is enabled, review available cards and buyback offers.
5. Keep the cards for fulfillment or accept an eligible buyback under its displayed terms.

The portal supports the decisions after a break. It does not change the allocation rules of the break a customer purchased.



WHY THE CUSTOMER PORTAL MATTERS

The problem we set out to solve is the wait after a hit. Customers who want to sell an eligible card back should be able to review an offer and request their payout as soon as the break is finalized, rather than wait days for manual processing. Our live portal delivers that immediate cash buyback experience for eligible hits.

Customer access and identity

Access begins with an invitation and verification against the customer's Whatnot identity. The customer then logs in and supplies a PayPal payout destination. Matching the account to the correct participant matters because the portal contains card ownership and payout decisions.

Cards and offers in one account

The portal shows cards after a break is finalized. A card detail view presents the card, a comparable sale or valuation reference, and its buyback offer. Customers can inspect the information before making a decision and ask the team about an incorrect card or valuation.

From a hit to an immediate buyback

Customers select eligible cards, review the combined offer and verified payout destination, and confirm. The instant cash path submits the payout automatically without waiting for manual approval of each request. A receipt records the decision and payment status. Customers can also keep their cards or choose the separate hold path for a later buyback.

What the portal gives the business

Our live customer relationship management system, or CRM, is built around the needs of live card breaking. It links each customer to their breaks, hits, buyback choices, payment records and shipping history. Customers can review their own cards, decisions and transaction history in one account. The CRM provides a continuing customer record beyond the live show; the customer portal and CRM are live, while the \$JUGS rewards and payout integration is coming soon.

Live today and coming soon

Our live platform includes customer accounts, hit tracking, eligible cash card buybacks and customer history. Coming soon, customers will also be able to connect their wallet and buy \$JUGS directly in our portal. Access is invitation-based. The next release will add optional \$JUGS payouts, free customer rewards and the open market token purchases that fund those deliveries. These token features are not yet active.

The instant cash path removes the planned manual waiting period. Actual receipt still depends on payment processing. The later 90 percent offer remains a separate option with its own processing window; immediate cash payouts should also be distinguished from token deliveries that require purchase and transfer confirmation.



CASH BUYBACKS AND TOKEN PURCHASES

A card buyback is the business purchasing a customer's physical card. A customer may request payment in \$JUGS when our token payout integration launches. Separately, we may choose to send free \$JUGS as a customer reward. Both token paths use open market purchases, but only the reward is a free bonus; tokens received as payment for a sold card are consideration for that card.

Transaction	What changes hands	Purpose
Cash card buyback	Customer sells an eligible card to us for an agreed cash amount.	Provide an optional way to sell the card.
Token buyback payout	We will buy \$JUGS with SOL and send it to the customer's verified wallet.	Pay for a card when the customer requests \$JUGS.
Token reward	We will buy and send \$JUGS to an eligible customer.	Provide a bonus separate from the cash payment.

How a cash offer is formed

Our portal offers an 85 percent instant buyback based on the recorded last-sale comp. The initial decision window runs to noon Pacific the following day. A timely Do Not Ship selection opens a later 90 percent offer with a 48-hour decision window; accepted standard requests are scheduled for manual processing in 48–72 hours. The offer and deadline displayed in the customer portal govern each eligible card.

What the customer agrees to

Our customers review their cards, offers and payout destination before accepting a buyback. With the upcoming \$JUGS rewards and payout integration, customers will choose cash, show credit, tokens or a mix within the accepted offer. We are finalizing the token quote, conversion timing and fee terms so customers can understand their choice before confirming.

An illustrative transaction

Suppose a customer accepts a \$100 cash offer for an eligible card and qualifies for a separately funded \$5 token reward. The customer is owed \$100 in cash plus the quantity of \$JUGS purchased under the reward rules. The reward is not deducted from the \$100 cash payment. These numbers explain the mechanism only; they are not proposed rates or a promised benefit.

A free reward means the customer is not charged separately for those reward tokens. A qualifying purchase or card buyback may still be required. Transfer costs, reward eligibility and any later selling costs must be explained in the final terms.



THE PLANNED JUGS REWARD MODEL

From business activity to customer rewards

Our plan supports both customer-requested buybacks paid in \$JUGS and free \$JUGS rewards chosen by us. We have a designated wallet holding SOL. We will use this wallet to buy \$JUGS on the open market and send the tokens to each customer's verified wallet. We plan to make daily purchases; actual purchases would reflect customer choices, rewards granted and available funding. We are also developing optional matching promotions with configurable rates, minimum token allocations, bonus caps per player and duration. A match adds a bonus above the accepted buyback offer. Final promotion terms and live release remain pending.

The sequence is simple: a customer requests a \$JUGS buyback payout, or we approve a free reward; we determine the amount; the designated wallet buys \$JUGS with SOL; and the tokens are sent to the customer's verified wallet. Customers should receive a record of the token amount and confirmed delivery. We are testing the token purchase and transfer workflow before launch.

Customer choice after delivery

We are adding direct \$JUGS purchases to our portal: customers will be able to connect their wallet and buy tokens there. This feature is coming soon, alongside our planned rewards and token payout capabilities. Once customers hold \$JUGS, they decide whether to keep it, sell it or buy more.

Funding and sustainability

A reward program needs a budget that the business can sustain after its operating costs, card purchase obligations and cash payouts. Our designated execution wallet holds SOL. We are finalizing how we replenish the wallet and separate customer payout funds from free reward budgets. We have not committed a fixed share of revenue or minimum daily purchase amount.

We will keep cash owed to customers separate from discretionary token reward spending. Reward budgets, transfer fees and failed deliveries need reconciliation so we can show what was allocated, purchased and delivered. We are finalizing these controls as part of the token launch.

What market purchases actually do

Purchases create demand at the time they execute and may affect the trading price, depending on size and liquidity. Other holders can sell at the same time, and customers may sell their rewards. The program therefore cannot promise a rising chart or a particular token value. Tokens distributed as rewards remain in circulation unless a separate, disclosed mechanism changes that.

We are connecting our existing business to a customer benefit. As the program launches, we plan to share purchase and delivery records alongside clear reward rules.



TOKEN IDENTITY AND CUSTOMER PROTECTION

Field	Token details
Token	\$JUGS
Network	Solana
Contract address	APxxh2tWCh95tbHitFJchcdbMsctSBgRS2Zzju9Bpump
Business relationship	Our branded community token with planned customer rewards.
Ownership rights	Holding the token does not itself grant equity or business revenue rights.
Supply and allocations	We will publish verified supply and allocation details.
Liquidity and authorities	Pending verification of pools, liquidity control and mint or freeze authorities.

Use our official contract address to identify \$JUGS. Check it against our official token page before transacting; a ticker or logo alone does not identify the correct asset.

Our token disclosures

We are preparing verified token disclosures covering supply, team and treasury holdings, relevant token authorities, liquidity arrangements and the wallets used for purchases and rewards. We will link those disclosures to the relevant on-chain records.

Wallets and account safety

Our upcoming purchase feature will let customers connect their wallet and buy \$JUGS directly in our portal. For our upcoming token payouts and rewards, we will send tokens to the customer's verified wallet. We are finalizing the reward wallet verification, supported wallet and recovery guidance before that program launches.

Never share your seed phrase or private key to receive a reward. Impersonators can copy our name and artwork, so use our official links. For account, payout or reward support, contact us at sales@goaldaddy.com.

Practical limits

Card valuations can change, payment providers can delay settlement, and token transactions can fail or reach an incorrect address. \$JUGS can lose substantial value and selling may be affected by fees and liquidity. Business revenue does not guarantee the continuation of a reward budget. Our token program terms will address pauses and exceptions separately from cash payments owed to customers.



LIVE PLATFORM AND UPCOMING TOKEN LAUNCH

We are targeting the introduction of token rewards during the week of 6 October 2026. That is a target rather than a confirmed launch date. The customer portal, CRM and cash card buybacks are already live. Our upcoming features include direct wallet-connected \$JUGS purchases, token payouts, free rewards and our related market buybacks.

Feature	Status
Customer portal and CRM	Live — customer accounts, hits, buyback decisions and history.
Cash card buybacks	Live — immediate cash buybacks on eligible hits under displayed terms.
JUGS buyback payouts	Coming soon — optional token payment for eligible card buybacks.
Free JUGS rewards	Coming soon — customer bonuses under the published reward rules.
Market token buybacks	Coming soon — we will buy JUGS to fund token payouts and rewards.
Direct JUGS purchases	Coming soon — connect your wallet and buy JUGS directly in our portal.

How we measure the customer experience

We measure the platform by the customer experience: cards tracked, offers accepted, cash paid and payout times. We also use failed payments and support requests to identify where the experience needs improvement.

How we plan to report token activity

As our token program launches, we plan to report market purchases, tokens acquired, fees and tokens delivered. Purchase and distribution records will show completed activity while protecting customer identities.

Questions readers will ask

Do I need \$JUGS to join a break? No. Our breaks and cash buybacks do not require a token purchase.

Will I receive rewards on every buyback? That has not been established. Eligibility and the reward formula are still being finalized.

Can I keep my cards? Yes. You can keep your cards or accept an eligible buyback.

Does buying \$JUGS buy part of GoalDaddy? No. Holding \$JUGS does not give ownership of our business or rights to its revenue.

Can I buy \$JUGS in the portal today? This feature is coming soon. You will be able to connect your wallet and buy \$JUGS directly in our portal.



PROGRAM DETAILS AND OFFICIAL LINKS

We are finalizing the following program details for the token rollout.

Details we are finalizing

Before the \$JUGS rewards launch, we are finalizing reward eligibility, promotional rates, token conversion terms, wallet verification and delivery procedures. We are also preparing verified token and treasury disclosures. We will publish the applicable terms through our official channels as these features become available.

Our current platform status

Our customer portal, CRM and eligible cash card buybacks are live. Direct wallet-connected \$JUGS purchases are coming soon. Our upcoming \$JUGS rewards and payout integration will add token payouts, free customer rewards and open market purchases to fund those deliveries. We will announce when those token features are available through our official channels.

Find us online

Website: <https://goaldaddybreaks.com/>

Token information: <https://goaldaddybreaks.com/jugs>

Customer portal: <https://portal.goaldaddybreaks.com/>

Whatnot: <https://www.whatnot.com/user/goaldaddy>

X: <https://x.com/goaldaddyllc>

Telegram: <https://t.me/GoalDaddyJUGS>

Support: sales@goaldaddy.com