Date: 16 October 2026

Project Number	EMI-0003-25
Project Name	Unveiling the First Unified Global Events Marketing Strategy for Cardano
Milestone Name(s) & Number(s)	*Milestone 3 - Final Reporting*
Milestone Description	
Milestone 3 requires completion of all events and delivery of a final progress report.	

List of events completed	Date	Execution	Side event/booth
Blockchain.RIO	6-7 August 2025	Cardano Foundation	Booth
TOKEN2049 Singapore	1-2 October 2025	EMURGO and Rare Network	Booth + Side Event
North American Blockchain Summit	9-10 October 2025	Rare Network	Booth
Digital Assets Forum	5-6 February 2026	Cardano Foundation	Booth
Consensus HK 2026	10-12 February 2026	EMURGO and Rare Network	Booth + Side Event
AFRICA Tech Summit	11-12 February 2026	Cardano Foundation	Booth + Side Event
DC Blockchain Summit 2026	18 March 2026	Rare Network	This event was without booths so the team pivoted to event sponsorship.
FutureProof Miami	8-11 March 2026	Rare Network	Booth
Duke Blockchain Conference	3-4 April 2026	Rare Network	Event sponsorship (to replace TOKEN2049 Dubai side event by Rare Network)
TEAMZ Web3/ AI Summit	6-8 April 2026	EMURGO and Rare Network	Booth + Side Event
Paris Blockchain Week	14-16 April 2026	Cardano Foundation/ Rare Network	Booth + Side Event
Money 20/20 Asia	27-29 April 2026	EMURGO	Booth (to replace TOKEN2049 Dubai by EMURGO)
~~**TOKEN2049 Dubai**~~	~~29-30 April 2026~~	~~EMURGO~~	~~Side event and booth~~ Canceled by the organizers due to the regional security situation.

Consensus Miami	5-7 May 2026	Rare Network	Booth + Side Event
WebX Asia	13-14 July 2026	EMURGO	Booth

Acceptance Criteria Met

Acceptance Criteria per the Statement of Work:

Delivery of final reports pertaining to each event as defined in 6. of the SOW.

This reporting is delivered with this MAF, see the links below in the Public Communication Summary.

Quality & Testing

N/A - not a software deliverable

Public Communication Summary

Final Results: Cardano's Unified Global Events Marketing Strategy

To elevate Cardano's visibility and global footprint at major industry conferences, the Cardano Foundation, EMURGO, and Rare Network joined forces to submit and execute a Treasury proposal for the initial Unified Global Events Marketing Strategy.

While an earlier update outlined initial performance across most engagements, the conclusion of WebX Asia 2026 formally marks the completion of this 12-month initiative. Spanning 20 activities across 14 events on four continents, the program achieved final results across all completed events that far surpassed the original benchmarks and KPIs set by the Cardano Foundation and project partners.

Performance across every metric detailed in the original Treasury proposal exceeded initial expectations.

- **Engagement through booth activations reached 8,191 total contacts**, surpassing the 5,650 target for a **145% completion rate**. Developer engagement stood out as a premier highlight of the initiative, securing **1,169 participating developers** against a ~360 KPI achieving a **324% success rate**. This highlights both the impact of the newly updated Cardano Developer Portal and the effectiveness of on-site event staff in connecting with creators.
- Strategic engagements yielded impressive outcomes across key sectors:
    - **Institutional Partnerships:** Booth teams successfully connected with **50 government and regulatory authorities**, **143 corporate entities**, and **26 academic institutions**.

    - **Thought Leadership:** The team delivered **27 keynote addresses and expert panel appearances**, easily surpassing initial projections.
    - **Media Coverage:** Media footprint remained robust, generating **147 published articles and broadcast interviews** throughout the event calendar.

- From a growth perspective, the booth presence functioned as a highly effective gateway into the ecosystem, generating **1,045 Cardano wallet sign-ups** (reaching 201% of the target), **1,244 Cardano Academy subscribers** (222% of the goal), and **102 registrations for upcoming hackathons**. Furthermore, the initiative facilitated **56 expert-led workshops and builder presentations** hosted directly at the booths, along with the distribution of **6,357 items of Cardano merchandise** to community members.

- Overall visibility, digital engagement, branding expanded significantly, with social media channels across all three participating organizations experiencing substantial growth throughout the campaign.

- **More than 80,900 new followers** across X, LinkedIn, and YouTube joined the official channels of Cardano Foundation and EMURGO between August 2025 and July 2026 also thanks to the visibility of these events.

Additionally, the side events yielded good results. These supplementary events enabled booth representatives to register **9,621 contacts**, **2,981 attendees**, host **246 Cardano community members** alongside **2,735 participants from external ecosystems**, and facilitate **71 new wallet creations**.

London, Paris, Rio de Janeiro, Nairobi, Tokyo, Washington: the Unified Global Events Marketing Strategy set out to give Cardano one consistent voice on the world stage and a platform for builders to showcase, meet and drive business development efforts in a highly professional set up.

The final numbers confirm the efficacy of this plan and vision. The team behind the strategy wish to thank everyone across the Cardano Foundation, EMURGO, Rare Network, and the **79 Cardano projects** who made this initiative such a success. The Cardano Foundation looks forward to building on this momentum in 2027. Further information for the 2027 events will be released in the coming weeks.

The reported Impact: See the final KPI results summary here, or per event here.

Post-Event Reports:

- CF_Blockchain Rio 2025_Post Event Report
- CF_DAF 2026_Post Event Report
- CF_ATS_2026_Post Event Report
- CF_PBW 2026_Post Event Report
- EMURGO_TOKEN 2049 2025_Post Event Report
- EMURGO_Consensus HK 2026_Post Event Report
- EMURGO_Money 20/20 Asia 2026_Post Event Report
- EMURGO_TEAMZ 2026_Post Event Report
- EMURGO_WebX Asia 2026_Post Event Report
- RARE NETWORK_TOKEN2049 2025_Post Event Report
- RARE NETWORK_NABS 2025_Post-Event Report
- RARE NETWORK_Consensus HK 2026_Post-Event Report

- RARE NETWORK_Consensus Miami 2026_Post-Event Report
- RARE NETWORK_DC Blockchain Conference 2026_Post-Event Report
- RARE NETWORK_Duke Blockchain Conference 2026_Post-Event Report
- RARE NETWORK_FutureProof Miami 2026_Post-Event Report
- RARE NETWORK_PBW 2026_Post-Event Report
- RARE NETWORK_TEAMZ 2026_Post-Event Report

Financial Reporting:

As a joint effort, the team executed the following portfolio: **Blockchain.RIO, TOKEN2049 Singapore, North American Blockchain Summit, Digital Assets Forum London, Consensus HK 2026, AFRICA Tech Summit Nairobi, DC Blockchain Summit 2026, FutureProof Miami, Duke Blockchain Conference, TEAMZ Web3/ AI Summit, Paris Blockchain Week, Money 20/20 Asia, Consensus Miami, and WebX Asia. Note: TOKEN2049 Dubai was canceled by its organizers owing to regional security concerns.**

The Treasury proposal submitted by the Cardano Foundation, EMURGO, and Rare Network, requested a ₳6 million budget based on an exchange rate of US$0.50 per ADA. Several months passed between submitting the proposal in GovTool and securing on-chain budget approval, leading to adjustments to the event timeline.

To fit realistic planning horizons during the contracting phase between the Cardano Foundation and its co-proposers, we canceled certain events while adding others, expanding the overall lineup, increasing the event count, and necessitating budget reallocations. This was communicated with Intersect and we strove to ensure that Cardano achieved maximum impact as intended by the original withdrawal.

For instance, because Blockchain.RIO occurred just two weeks after the Treasury withdrawal passed, its secured sponsorship level was significantly lower than initially anticipated. To optimize resources, funds were reallocated across the portfolio and new events were integrated as planning advanced. Consequently, three additional events were added—the North American Blockchain Summit 2025, DC Blockchain Summit 2026, and FutureProof Miami 2026—while Korea Blockchain Week was removed.

Emurgo, Rare Network and the Cardano Foundation finalized a balanced roster of 14 global events and finalized agreements with Intersect outlining the specific budget distribution per party. Each co-proposer directly oversaw its assigned event budgets and held responsibility for individual reporting. These comprehensive reports were submitted to Intersect and are detailed in the post-event reporting section above.

A snapshot of the transactions made is provided below.

Event	Actual Costs in ADA	Funded by Treasury Withdrawal in ADA	Topped with Own Capital in ADA	Delta
Blockchain.RIO 2025 - Booth	51,686	-72,864		-21,178
Digital Assets Forum 2026 - Booth	240,133	-257,301		-17,168
AFRICA Tech Summit 2026 - Booth	170,437	-182,160		-11,723
Paris Blockchain Week 2026 - Booth	812,031	-643,074	-118,888	50,069
Total Events Managed by Cardano Foundation	**1,274,287**	**-1,155,399**	**-118,888**	**0**
Self-Reported by Co-Proposers				
North American Blockchain Summit 2025 - Booth	632,296	-307,304		324,992
TOKEN2049 Singapore 2025 - Side-event	699,155	-455,400		243,755
Consensus Hong Kong 2026 - Side-event	179,994	-170,775		9,219
DC Blockchain Summit 2026 - Sponsorship package	178,365	-182,160		-3,795
Future Proof Miami 2026 - Booth	515,838	-455,400		60,438
Paris Blockchain Week 2026 - Side-event	87,231	-170,775		-83,544
TEAMZ Web3/AI Summit 2026 - Side-event	56,598	-170,775		-114,177
Duke Blockchain 2026 - Sponsorship package	65,467	-170,775		-105,308
Consensus Miami 2026 - Booth + side-event	420,969	-752,549		-331,580
Total Events Managed by Rare Evo	**2,835,912**	**-2,835,912**	**0**	**0**
TOKEN2049 Singapore 2025 - Booth	607,981	-580,407		27,574
Consensus Hong Kong 2026 - Booth	320,551	-296,270		24,282
WebX Asia 2026 - Booth	440,494	-227,700		212,794
TEAMZ Web3/AI Summit 2026 - Booth	317,004	-262,538		54,466
Money 20/20 Asia 2026 - Booth	262,658	-581,774		-319,115
Total Events Managed by Emurgo	**1,948,688**	**-1,948,688**	**0**	**0**
Tax & Audit Fees	60,000	-60,000		0
Grandtotal	**6,118,888**	**-6,000,000**	**-118,888**	**0**