

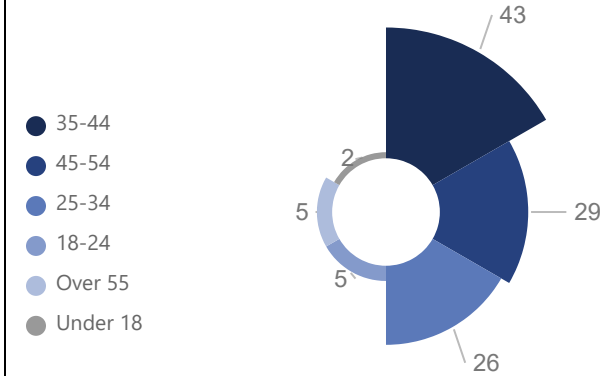
1-Which of the following profiles best describes you?



2-Where are you from?



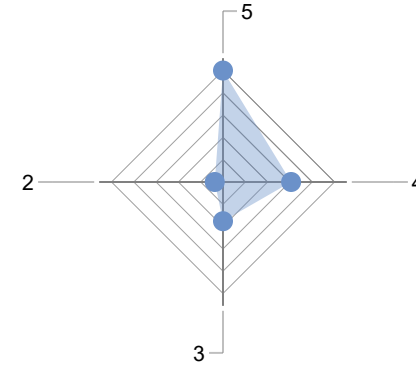
3-How old are you?



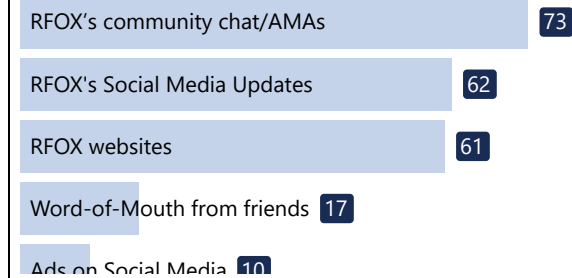
4-What project that comes to your mind when you think about Profile Picture NFTs (PFP)?



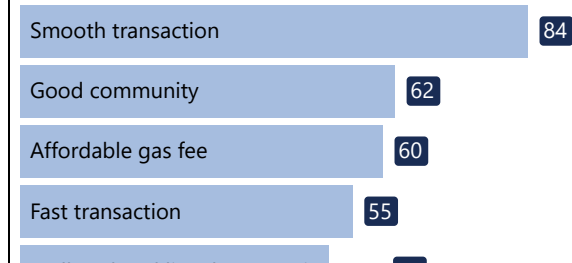
5-How would you rate your overall satisfaction with the project above? (CSAT=79.09%)



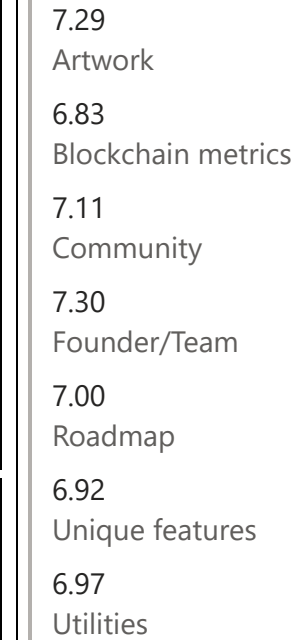
6-How did you first know about CitiXens avatars?



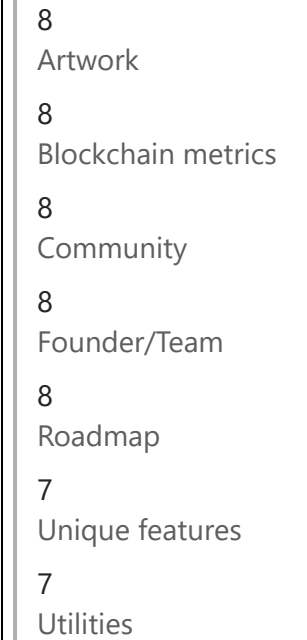
7-What words that come to your mind after purchasing/following CitiXens avatars?



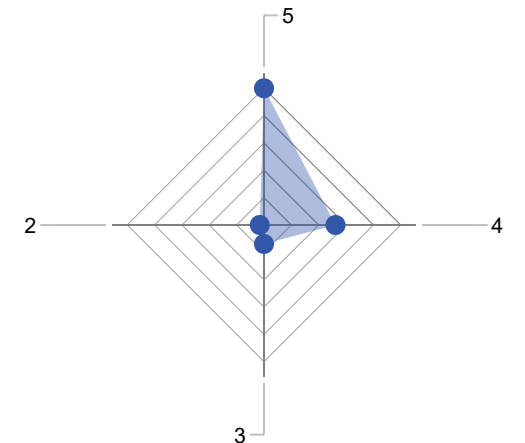
8-Mean score



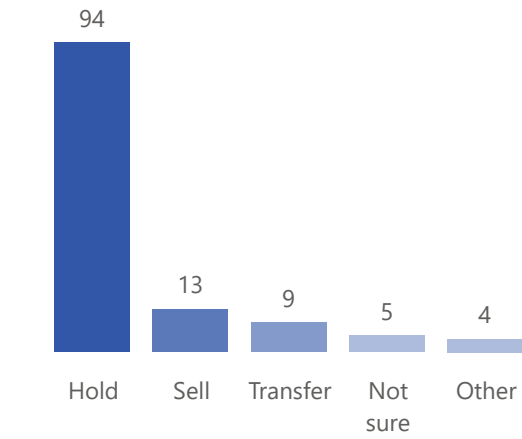
8.1-Median score



9-How would you rate your overall satisfaction with CitiXens avatars? (CSAT=90%)



10-What would you love to do with CitiXens avatars?



Behavior

All

What would you love to do with CitiXens avatars?

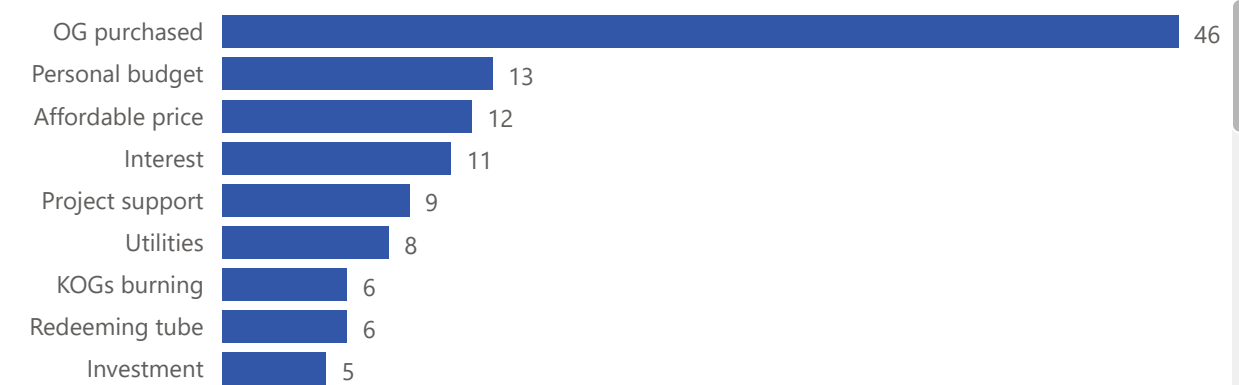
- Y
- Would love to wear them in meta verse
 - Walk around Valt, earn some income
 - Walk around the Valt and other metaverses with them. Also I'm interested in how they multiply VFOX rewards when staking
 - Walk around the valt
 - walk around the metaverse in vr
 - Walk around in the Valt with my avatar:)
 - voting on decisions and use them with with my vr goggles when possible

11-How likely are you to mint CitiXens avatars at Dutch auction on September 30?

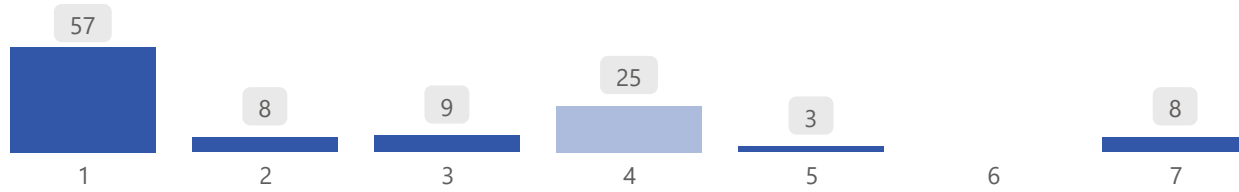
5.01

Mean score

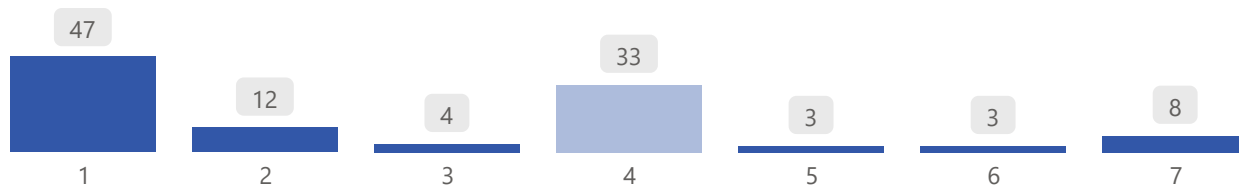
12-Key drivers impacting Dutch auction participation



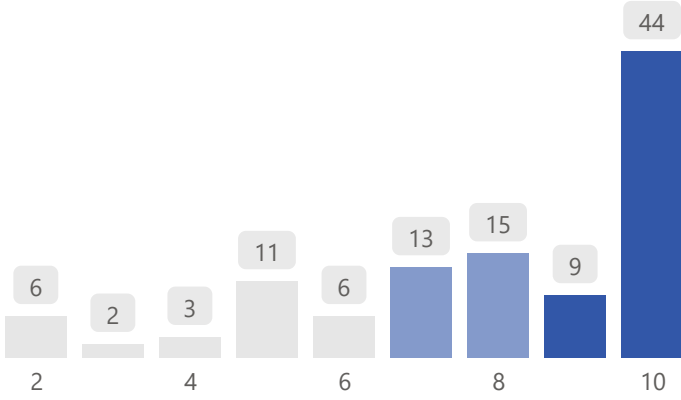
13-Which PFP NFTs would you prefer for your in-game avatar, CitiXens or Ready Player Me? (1=Strongly prefer CitiXens, 7=Strongly prefer Ready Player Me)



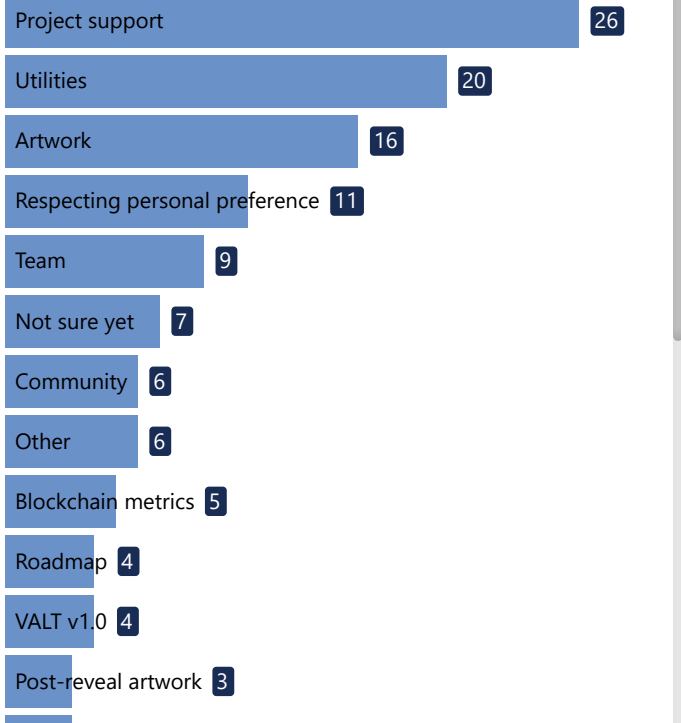
14-Which PFP NFTs would you prefer for social media avatar, CitiXens or Other PFP projects? (1=Strongly prefer CitiXens, 7=Strongly prefer other PFP projects)



15-Net Promoter Score (NPS=23%)



16-Key drivers of loyalty



EXECUTIVE SUMMARY 1

Customer Personas

WHO ARE THE CUSTOMERS?

Approximately 75% of respondents are CitiXens holders who minted the NFT on Whitelabel sales; there is only one who minted on public sales.
Most respondents are \$RFOX holders while only two respondents are game players.

LOCATION & AGE

45% of customers are from Australia, 14.54% from the US and 9.09% from the Philippines. 89.09% of customers are from 25 to 54 years old; Customers from 35 to 44 years old made up 39.09% of total respondents.

RELEVANT PFP BRANDS

45.45% of customers chose BAYC; It is 95% certain that at least 36.15% and no more than 54.76% of prospective customers will have BAYC in mind when considering a PFP purchase.
The overall satisfaction score (CSAT) for other PFP brands is 79.09%.

HOW TO REACH OUR CUSTOMERS

More than half of the customers knew about CitiXens through Discord chat and AMAs, social media as well as website; Discord made up 66.36% of total acquired users.

MINTING TOUCH POINTS

Approximately 94% positive and 6% negative terms are chosen by customers about the Whitelabel sales; 42 out of 55 participants selected positive term "Smooth transaction" while only 4 out of 55 participants selected negative term "Whitelist denied" and 2 out of 55 participants selected "Failed transaction" or "High gas fee".

Additionally, some customers reported the followings: (1) cannot mint on Whitelabel sales while already accepted for Whitelist (2) Twitter did not connect on premint.xyz (3) not a good spread of holders (4) limited information on sales page causing it hard to keep track with the sales (5) hidden approval in MetaMask causing pending transaction.

CUSTOMER BEHAVIORS

85.45% of total customer were more likely to hold CitiXens; 8.18% to 11.81% may sell or transfer.

Attitude & Satisfaction

CUSTOMER ATTITUDE TOWARDS DUTCH AUCTION

Having customers rate the key attributes of CitiXens, we found that Utilities of CitiXens is having significant positive effect on customer attitude towards participating in the Dutch auction. (see table below)

Overall, the mean score of Utilities is at 6.97 and customer likelihood to mint at Dutch auction is 5.01. If the Utilities is increased by 1 unit, customer likelihood to mint at Dutch auction will likely increase by 0.52 unit. This means customers are more likely to rate from 6 to 7 point for Dutch auction participation when Utilities is rated from 9 to 10 point.

Key attributes' effect on customer attitude towards Dutch auction

var	coef	std err	t	P> t	[0.025	0.975]
Artwork	-0.15	0.32	-0.48	0.63	-0.79	0.48
Blockchain metrics	-0.33	0.36	-0.93	0.35	-1.04	0.37
Community	0.30	0.25	1.18	0.24	-0.20	0.79
const	0.61	1.35	0.45	0.65	-2.07	3.28
Founder/Team	0.28	0.27	1.06	0.29	-0.25	0.82
Loyalty	0.21	0.13	1.56	0.12	-0.06	0.47
Roadmap	0.09	0.33	0.26	0.80	-0.58	0.75
Unique features	-0.32	0.33	-0.95	0.34	-0.98	0.35
Utilities	0.52	0.29	1.81	0.07	-0.05	1.08

CUSTOMER SATISFACTION WITH CITIXENS

Overall satisfaction score (CSAT) is 90% for CitiXens, which is 13.8% higher than CSAT of other projects.

Preferences

Regarding in-game avatar, approximately 87% customers preferred CitiXens to ready Player Me, less than 0.01% is this result due to chance. It is 95% certain that from 78% to 93% customers will prefer CitiXens. Additionally, 57 out of 85 customers strongly preferred CitiXens while only 8 out of 85 strongly preferred RPM.

Regarding social media avatar, approximately 82% customers preferred CitiXens to other PFPs, less than 0.01% is this result due to chance. It is 95% certain that from 72% to 89% customers will prefer CitiXens. Additionally, 47 out of 77 customers strongly preferred CitiXens while only 8 out of 77 strongly preferred other PFPs.

EXECUTIVE SUMMARY 2

Customer Loyalty

Having customers rate the key attributes of CitiXens, we found that Unique features is having significant positive effect on customer loyalty. (see table below)

Net Promoter Score (NPS) of CitiXens is 23%, and mean score of Unique features is at 6.92. If Unique features is increased by 1 unit, NPS will likely increase by 0.54 unit. This means NPS can increase to 28% If customers rate Unique features at 9-10 point.

Key attributes's effect on customer loyalty

var	coef	std err	t	P> t	[0.025	0.975]
Artwork	0.13	0.24	0.56	0.58	-0.34	0.61
Attitude	0.11	0.07	1.56	0.12	-0.03	0.26
Blockchain metrics	0.20	0.27	0.73	0.47	-0.33	0.72
Community	0.00	0.19	0.01	0.99	-0.37	0.38
const	6.60	0.76	8.64	0.00	5.09	8.12
Founder/Team	-0.28	0.20	-1.40	0.16	-0.68	0.12
Roadmap	-0.21	0.25	-0.86	0.40	-0.71	0.28
Unique features	0.54	0.25	2.22	0.03	0.06	1.03
Utilities	-0.27	0.22	-1.26	0.21	-0.70	0.16

KEY DRIVERS OF LOYALTY FOR PROMOTERS, PASSIVES & DETRACTORS

As for promoters, what makes them most likely to recommend CitiXens to their friends are their belief in the success of the project, the artwork and the utilities of the NFT.

As for passives, they are more likely to recommend CitiXens until there are "proven utilities" in the RFOX VALT.

As for detractors, until the promised utilities are proven and the revealed CitiXens are as qualified as what they see on social media, they would consider recommend the project; for now, It is too early for them to recommend the project. Additionally, detractors understand and respect the choice of their friends for Web3 projects, which is based on personal passion and interest. Some also said that not many of their friends were into Web3 industry.

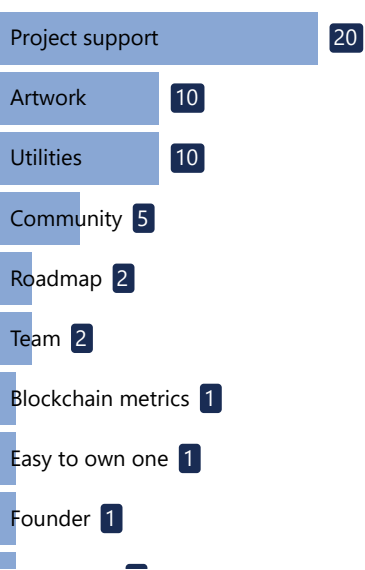
NPS by key drivers of loyalty (items with > 1 response)



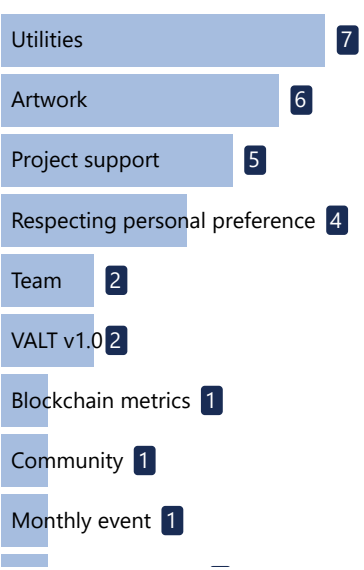
NEGATIVE & POSITIVE WORD-OF-MOUTH

People who promote for CitiXens are spreading positive words about the community and their belief in the project; while some people are spreading negative words about: (1) the utilities of CitiXens in RFOX VALT, (2) the risks for investing in NFTs, (3) VALT is yet to be accessed, (4) the blockchain metrics of the project, and (5) the RFOX's team.

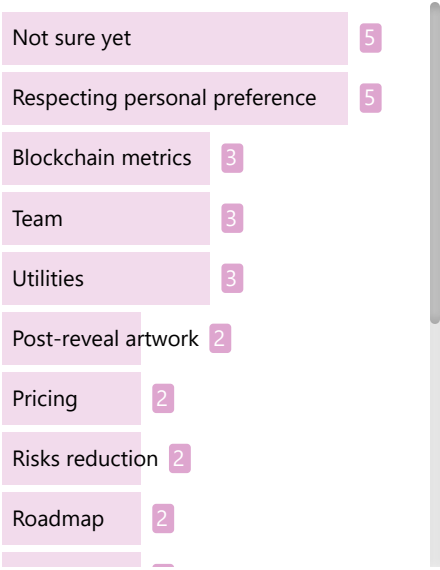
Promoters by key drivers of loyalty



Passives by key drivers of loyalty



Detractors by key drivers of loyalty



Key driver

- ☐ Bear market
- ☐ Personal budget
- ☐ Affordable price
- ☐ Airdrops
- ☐ Artwork
- ☐ Bear market
- ☐ Burning KOGs
- ☐ Buying the dip
- ☐ FOMO
- ☐ Interest
- ☐ Investment
- ☐ Irrelevant
- ☐ KOGs burning
- ☐ Limited budget
- ☐ Limited support
- ☐ Not sure
- ☐ OG purchased
- ☐ Personal budget
- ☐ Personal reason
- ☐ Project support
- ☐ Redeeming tube
- ☐ Roadmap
- ☐ ROI from VFOX
- ☐ Selling pressure
- ☐ Uniqueness
- ☐ Utilities
- ☐ Whitelist denied

Key drivers of customer attitude towards participating Dutch auction

Can you tell us why?	*How likely are you to mint CitiXens avatars at Dutch auction on September 30?*
Unique. The detail is outstanding from each avatars. Great utility. Solid team with a long/macro roadmap. Transparent.	30
I like the roadmap and the artwork. And i just hope to have funds to buy it.	24
Already have 3 OG's, depends on price and if I feel like I have the extra funds.	21
I like them and support the team	20
I've invested more in the OG Citixens, plus I have a large amount of Choobs and KOGS that I have collected that will make me eligible to receive normal Citixens once this is available. Plus of course I only have limited funds. If I was a millionaire I would definitely purchase more as I'm an avid supporter to the RFOX universe.	20
I have 13 OG CitiXens and will receive 13 Peasant CitiXens and apartments. Depending on price and my finances I might buy more CitiXens.	18
I dont have enough funds to spend.. i will burn choobs to redeem avatar for sure.	16
I have an OG so I hold the premium one but I have a feeling this will just be huge so might fall to temptation.	16
utility is there, team will surely deliver, can see progress on buidl	16
I already have sufficient, and will be claiming by burning Kogs	14
I already got one, but i will keep an eye and will mint if the price is reasonable.	12
Already hold 2 OGs and will be redeeming for kogs	10
Because I love rfox	10
Because more citixen more money for the future	10
Because the more avatar the more money for the future	10
Great asymmetric return	10
I collected choobs especially for the occasion	10
I have 3 OGs and hope to claim as a kogs holder	10
I tried to recieve some kind of assistance that day using discord and filling out the form for people having issues.. filled out four times with no response. Spent all day trying to get it to work in everyday possible yet didn't get my spot... brought two others into the project and they were able even got assistance from them to the fullest yet it wasn't manageable.	10
I want as many CitiXens as i possible can afford	10
I want at least two more	10
I want to become a holder	10
It's free	10

Key driver

- ☐ Artwork
- ☐ Blockchain metrics
- ☐ Community
- ☐ Easy to own one
- ☐ Founder
- ☐ Influencers
- ☐ Market condition
- ☐ Monthly event
- ☐ Nique market
- ☐ Not sure yet
- ☐ Other
- ☐ Post-reveal artwork
- ☐ Pricing
- ☐ Product knowledge
- ☐ Project knowledge
- ☐ Project support
- ☐ Real-world exposure
- ☐ Respecting personal preference
- ☐ Risks reduction
- ☐ Roadmap
- ☐ Smooth transaction
- ☐ Team
- ☐ Uniqueness
- ☐ Usage in VALT
- ☐ Utilities
- ☐ VALT v1.0
- ☐ VALT's products



Key drivers of customer loyalty

Can you tell us why?

*How likely are you to recommend CitiXens avatars to your friends? *



A lot of my friends require hands being held when dealing with NFTs and the block chain, this is one of the biggest factors in this space, if you want to welcome people from outside this space it needs to be with the least amount of friction.	6
Already done it. Haha whether they buy in or not is up to them.	10
already have+ they scarece staking and who knows what other great supprises	10
Amazing undervalued project	10
Another project that has a strong moat and here for the long run.	10
Awaiting full Utilty and all quarters and vault roll out with Utilty, currently a vision, not yet reality	8
because I can afford it	4
because it looks reallly good	8
Because it's absolutely amazing and awesome artworks	10
Because the more people involved, the more it benefits me	10
Because this nft is so amazing the art is so awesome	10
Because this project has a future, given the work of the team	14
cause the founder is Australian and i trust them	10
cause this is the beautiful nft ive ever seen	10
Community, vision	10
Constantly being let down by the rfox team	2
Cool project	8
Do not know there full utility yet	7
ehh	8
For future reference	5
Friends not into NFT's	2
Good design, but an investment risk as always so I'm careful about recommending NFT's	14
Good long term benefits	7
Good project	10
Got big hopes for rfox	10
Graphic design	10
Great community	10
Great NFT's	2
Great project although progress on accessing Valt could have been sooner	8

Correlation Matrix

...	Artwork	Attitude	Blockchain metrics	Community	Founder/Team	Loyalty	Roadmap	Unique features	Utilities
Artwork	1.00	0.24	0.91	0.82	0.83	0.18	0.87	0.86	0.84
Attitude	0.24	1.00	0.25	0.28	0.30	0.15	0.26	0.25	0.30
Blockchain metrics	0.91	0.25	1.00	0.83	0.87	0.16	0.90	0.86	0.87
Community	0.82	0.28	0.83	1.00	0.83	0.18	0.81	0.84	0.73
Founder/Team	0.83	0.30	0.87	0.83	1.00	0.09	0.83	0.80	0.81
Loyalty	0.18	0.15	0.16	0.18	0.09	1.00	0.15	0.23	0.13
Roadmap	0.87	0.26	0.90	0.81	0.83	0.15	1.00	0.89	0.85
Unique features	0.86	0.25	0.86	0.84	0.80	0.23	0.89	1.00	0.86
Utilities	0.84	0.30	0.87	0.73	0.81	0.13	0.85	0.86	1.00

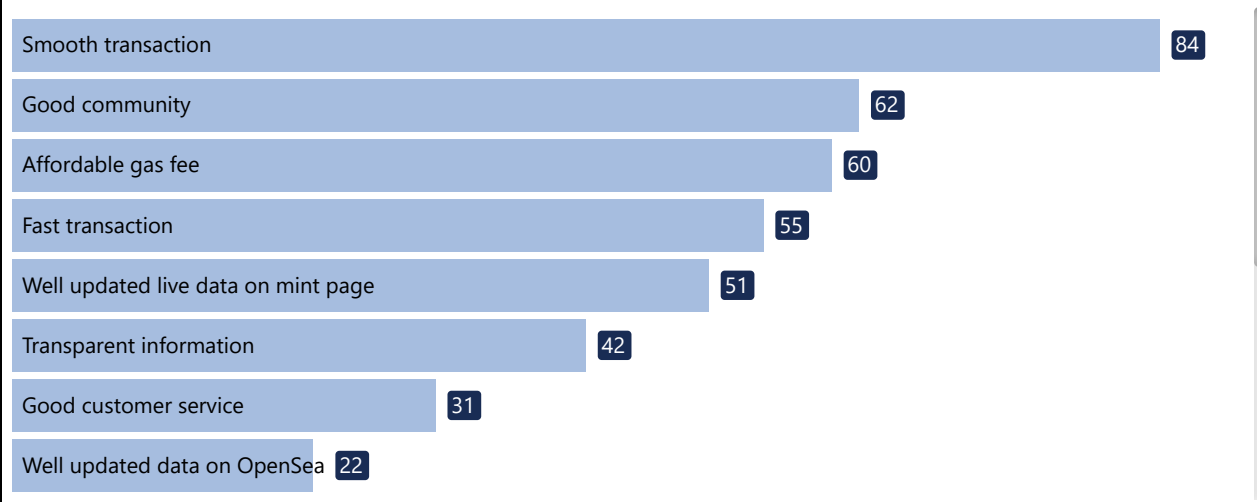
Summary of quantitative data

...	Attitude	Loyalty	Artwork	Blockchain metrics	Community	Founder/Team	Roadmap	Unique features	Utilities
25%	1.000000	6.25	5.000000	4.000000	4.250000	5.000000	5.0000	5.000000	5.000000
min	1.000000	2.00	3.000000	2.000000	1.000000	1.000000	2.0000	2.000000	2.000000
max	10.000000	10.00	10.000000	10.000000	10.000000	10.000000	10.0000	10.000000	10.000000
count	110.000000	110.00	110.000000	110.000000	110.000000	110.000000	110.0000	110.000000	110.000000
std	3.255188	2.41	2.480550	2.660824	2.689925	2.554183	2.4607	2.527398	2.600138
50%	5.000000	8.00	8.000000	7.500000	8.000000	8.000000	8.0000	7.000000	7.000000
mean	5.009091	7.83	7.290909	6.827273	7.109091	7.300000	7.0000	6.918182	6.972727
75%	8.000000	10.00	10.000000	9.000000	10.000000	10.000000	9.0000	9.000000	10.000000

All independent variables are highly correlated with one another, which are all linearly related to the dependent variables.

- **Independent variables:** Artwork, Blockchain metrics, Community, Founder/Team, Roadmap, Unique features, Utilities
- **Dependent variables:** Attitude, Loyalty
- **Most highly correlated independent variables:** Blockchain metrics and Artwork.

7-What words that come to your mind after purchasing/following CitiXens avatars?



Can we reach out to you for understanding your needs better?

What is you Discord username?

Other_2

Yes

HIHOWUDOING#9489

Not a good spread of holders, should've made it 1 a mint as well as maybe more promotion before such a drop ever happened

Yes

Yoderr

I was minting with a friend of mine who was on the white list but unfortunately he could not mint even though he was accepted on the original white list which was disappointing

Yes

icollectkogs

i conected my wallet on pre mint white listed it looks like twitter didnt conect 3

Behavior

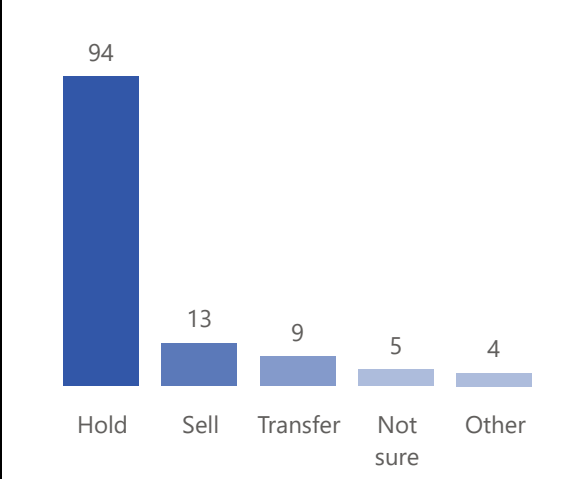
All

What would you love to do with CitiXens avatars?

Can we reach out to you for understanding your needs better?

What is you Discord username?

10-What would you love to do with CitiXens avatars?



- * Exclusive access to OG only spaces
- * Free access to paid spaces
- * Exclusive access to events
- * Automatic whitelisting to every NFT project launching in the VALT.
- * Cross chain use (eg via Icon BTP) in other metaverses.
- * Discount on all products/services in the VALT
- * Fee share, like Vfox utility, but linked to holding OG CitiXen.
- * Exclusive furniture/designs for apartments

.	Yes	FMH#1227
Be a part of shaping the VALT metaverse.	Yes	Choyna#0001
Be able to customise them physically and also aesthetically and also dress them up with different attire. Plus of course use them in the Valt metaverse and also other metaverses. Also have the option to Mint them as playable, sellable and usable KOGS throughout the RFOX Games platform and secondary markets.	Yes	CryptoMatrix#4626
Be part of the VALT	No	Animator(Mark)
Be present in the game and Metaverse. Metaverse is the future in the space	Yes	DonDannv #3669