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Blubird Deploys Registry and Marketplace Infrastructure Behind US$118 Million Tokenization of Living Coral Reef

Coral Futures has issued 124,400 individually recorded, tokenized ownership interests on its own white-label registry, built and operated on Blubird's platform

Blubird Powers Coral Futures Marketplace

WILMINGTON, DE, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- Blubird, the tokenization infrastructure company, today announced that Coral Futures Corporation has launched a tokenized reef ownership program on a dedicated registry and marketplace built and operated on Blubird's platform. The pilot covers approximately 124,400 individually recorded Reef Sections, ten hectares of living cultivated coral off Western Australia, representing US$118 million in natural capital. Blubird has tokenized more than US$45 billion in assets to date.

The program is structured to scale to a further two million sections, close to US$2 billion of reef interests under registry administration at full build-out. It is also the hardest test a tokenized market can face. No one can take possession of a coral reef; the asset stays on the ocean floor no matter who owns it. When the holder can never take delivery, the record is not paperwork about the asset. The record is the ownership. If the infrastructure works here, it works anywhere.

Each Reef Section is issued on Coral Futures' registry together with the documents that make it legally real: the legal wrapper, the tenure and licence documents, the mapped coordinates that tie the section to a physical square meter, the holder's rights, and the transfer restrictions that govern who may acquire it. Those documents are converted into structured, versioned Ricardian contracts, agreements that people can read and machines can verify, so the token and its legal identity come into existence as one event. When a section changes hands, the registry treats it as a legal transfer rather than a wallet movement, and the chain of title updates as part of the same controlled process.

One reef, four instruments

Because a Reef Section's rights are defined by its contracts, the same underlying square meter can be issued as different token classes, each carrying different rights and different rules, all enforced by the registry:
- an adoption class, issued as non-transferable, for supporters who hold a named, mapped square meter of growing coral and receive its monitoring record;
- a corporate class, backed by the coordinates, monitoring data, and growth records that substantiate the holder's claims, which is the evidence regulators now require behind green marketing;
- a remediation class for industrial operators satisfying obligations arising from documented marine impact, carrying the evidentiary record those obligations demand; and
- a regulated investment class, offered under the financial services licensing that applies in each jurisdiction, with eligibility and jurisdiction rules enforced by the instrument itself at the point of transfer.

A decades-old unit of value, made purchasable

Courts and regulators have priced coral by the square meter for four decades, with damage assessments ranging from US$1,000 to US$17,000 per square meter. Coral Futures prices Reef Sections against those established legal compensation benchmarks. What has never existed is the counterpart instrument: a way to hold that same unit of value affirmatively, transfer it, and certify it with a record that would survive the scrutiny those damage claims receive.
Coral Futures Corporation is a Western Australian company built on three decades of in-water operational experience. Its founder, Wayne McKenzie-Brown, holds 45% of Western Australia's coral quota, and the company operates under Ocean Floor Tenure and a Coral Aquaculture Licence, the state approvals that permit it to work the underlying ecosystem. Demand comes from two sources: industrial operators acquiring sections as structured offsets against documented marine impact, and individuals holding them directly, from supporters with a single adopted square meter to eligible investors participating through the program's regulated investment class.

Corey Billington, CEO of Blubird, said: "We are immensely proud to have deployed our registry and marketplace behind this groundbreaking conservation program. The brief was a registry problem at its purest: over a hundred thousand instruments, each tied to its own square meter of living reef, each carrying its own contracts, eligibility, and chain of title, and several token classes on the same reef that can never be touched. No spreadsheet holds that. Coral Futures brings thirty years of operating credibility to this program, and our platform makes sure every record lives up to it."

Wayne McKenzie-Brown, Founder of Coral Futures, said: "The Coral Futures team have grown and worked coral in these waters for thirty years, and in all that time the hardest part was never the reef. It was the paperwork behind who owns what. Anyone holding a square meter of our reef needs to prove exactly what they hold without asking us to vouch for it from a spreadsheet. That is what the registry gives them, and it is why we engaged Blubird. Their platform gave us our own white-label registry and marketplace, and everything we needed to get this off the ground the way we wanted."

A white-label registry and marketplace

The registry and marketplace operate entirely under the Coral Futures brand, built and powered by Blubird's underlying infrastructure. The white-label model gives issuers their own registry and marketplace without having to build the infrastructure themselves, and Blubird is in discussions with organizations across other asset classes.

Reef Sections from the pilot are available through Coral Futures at coralfutures.com.au.

About Blubird
Blubird provides tokenization infrastructure for real-world assets: a registry and marketplace platform that binds each tokenized instrument to its legal contracts, mapped identity, eligibility rules, and chain of title for the life of the asset. Blubird delivers a bespoke infrastructure layer alongside its out of the box platform as a white-label solution, allowing issuers to operate registries and marketplaces under their own brand. For more information, visit getblubird.com.

About Coral Futures
Coral Futures Corporation is a Western Australian company with three decades of in-water operational experience in cultivated coral. The company holds 45% of Western Australia's coral quota and operates under Ocean Floor Tenure and a Coral Aquaculture Licence. Its reef stewardship model is funded through commercial economics rather than donor cycles. For more information, visit coralfutures.com.au.

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