

*PlayCoin White Paper is provided with English, Chinese, and Korea.*

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# PLAYCOIN

## WHITEPAPER



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## PlayCoin Abstract

### Introduction

GameHub is an online gaming ecosystem that aims to disrupt traditional online gaming monopolies by applying blockchain technology to streamline mobile game downloads and digital marketing to eliminate middlemen. GameHub has created PlayCoin as a new cryptocurrency to use as digital currency within the GameHub ecosystem helping both game developers and online influencers to earn more profits and create a more fair and competitive environment.

Currently, a few big players like the Google Play App Store and Tencent have monopolies on game downloads and charge 30-80% commissions to game developers for these downloads. In Southeast Asia, additional profits for game developers are eroded by low credit card penetration rates and reliance on gaming gift and pre-paid cards for game downloads who also charge between 40-65% in commission fees (as opposed to credit cards that generally have a 3% fee). This means nobody but the largest of game developers have enough profit left to advertise and promote their game(s). GameHub will provide an alternative game download platform with lower commissions as well as provide online Influencers to promote mobile games through performance-based Smart Contracts.

In the online digital marketing industry, Wanghongs and KOLs have emerged as the most effective proven models for ROI for advertisers. The MNCs, media platforms, and streaming sites have been quick to monetize and monopolize by signing Wanghongs and KOLs and charging advertisers increasingly high rates while taking up to 70% commission from the influencers. GameHub's Smart Contracts allow for transparent ROI from social media influencers (Chinese Wanghong and online KOLs) and enables game developers to work directly with these influencers through the PlayCoin Alliance by rewarding them in PlayCoin tokens. This creates more profitability for both game developers as well as the online influencers who are promoting them.

## Technology

In planning on launching a new cryptocurrency, GameHub reviewed a large number of open sources and technologies in formulating our concepts for a new monetary system for the mobile gaming and digital media ecosystem. Qtum is China and Asia focused blockchain company that caught our attention for their innovative blockchain technology, vision, and plan for development and eloquent code.

The main advantage of creating PlayCoin based on Qtum's source is that Qtum's blockchain creates "transaction compatibility", which brings the confidence in transaction processing and results, with Bitcoin's "traceability of token" by adapting the UTXO model.

UTXO (Unspent Transaction Output): Compared to Ethereum's Account Balance Mode, Bitcoin does not account nor balance. Also, this improves validation of transaction (or availability of coin) by using "unconsumed output value" with recorded blockchains. This allows for faster remaining balance verification than Ethereum.

Qtum has advantages over both Bitcoin's "UTXO" and Ethereum's "Turing Completeness". In addition, Qtum is compatible with EVM (Ethereum Virtual Machine – Ethereum's Smart Contract engine), so Qtum contains Ethereum's compatibility and expandability.

Within blockchain technologies, it is critical to create an ecosystem of developers to help further revise and innovate the code as well as perform maintenance on the blockchain technology. As an example, Ethereum has been hacked numerous times due to its security vulnerabilities, but the Ethereum developer ecosystem has been able to respond by continuously revising and improving the Ethereum code. One of the critical reasons GameHub has chosen to create PlayCoin on Qtum's source code is the Ethereum developer ecosystem and full cooperation and support of Qtum's technical support team.

## Opportunity & Innovation

GameHub is disrupting several spaces as once through the creation and utilization of PlayCoin. GameHub's PlayCoin aims to disrupt and disintermediate the existing mobile game monopolies from the likes of Google, Tencent, and other dominant app markets; liberate game developers from exorbitant commissions from pre-paid game cards and gift cards; as well as the monopolies and exploitation of online influencers by digital media platforms.

The GameHub portal and APP will allow game developers to freely launch and release their mobile games to the online community. GameHub will curate and organize games based on game type and genre for simple classification as well as organization for the mobile gaming community. GameHub's online influencers will be able to browse, play and choose the games they would like to promote through their social media channels

and accounts, such as Twitch, Facebook, Afreeca, Instagram, YouTube, Youku/Tudou, Iqiyi, Weibo, Weixin and/or any other social media or live/video streaming channel/platform. As influencers promote games, they will earn PlayCoin for performance-based marketing success. This act of online influencers using their online influence for the promotion of games is what we call Social Mining.

GameHub will provide transparency and mindset for game developers and advertisers to engage with these online influencers through the use of blockchain enabled Smart Contracts and Social Credit scores that are performance-based and give full transparency on the efficacy, effectiveness and historical impact and track record of GameHub's online influencers social and digital marketing. This Social Credit score creates a normative data set and value for influencers within the GameHub ecosystem. Gaming is the primary focus for GameHub, but this model of Social Mining and Social Credit, can and will be applied across online consumer-facing sectors and represents a paradigm shift in how advertisements can and will engage with online influencers. This new paradigm shift allows for both game developer/advertisers as well online influencers to increase their profits by removing unnecessary middlemen from the current digital marketing, payment and download processes.

## Reference

<https://github.com/qtumproject/qtum>

<https://www.forbes.com/sites/ajagrawal/2016/12/27/why-influencer-marketing-will-explode-in-2017/#46342f1a20a9>

<http://mediakix.com/2015/12/influencer-marketing-5-10-billion-dollar-market/#gs.GBtFrM4>

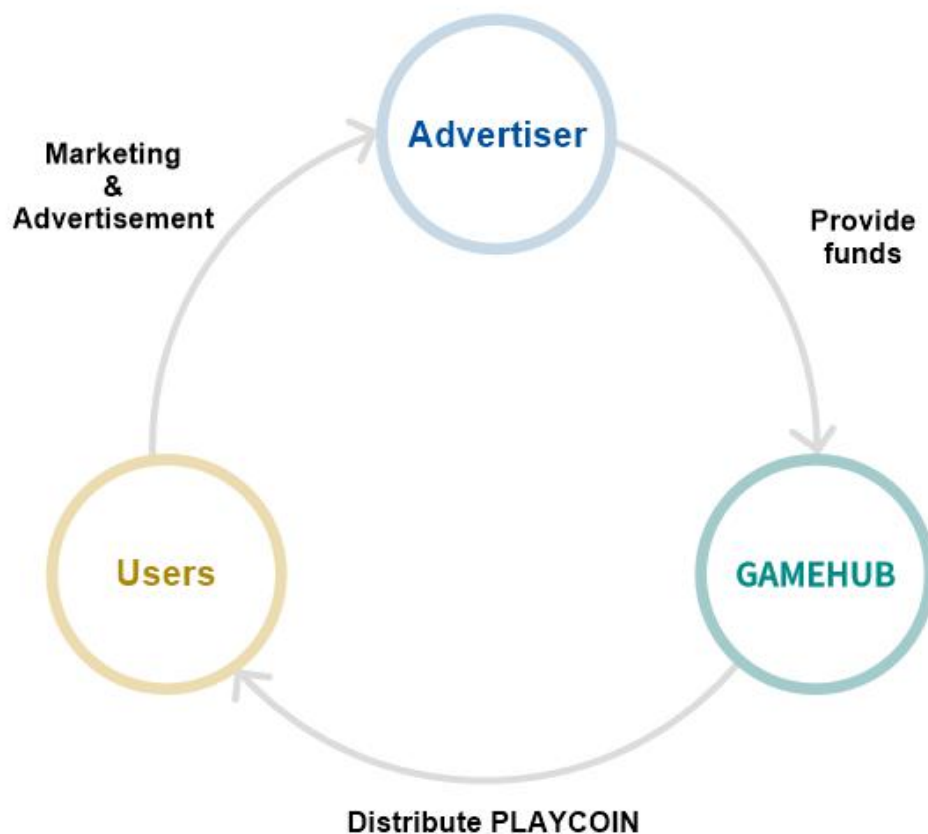
## 1. What is PlayCoin?

### 1.1 PlayCoin Concept

PlayCoin is a cryptocurrency created by GameHub that was formed as an online platform to build a stronger, transparent and more profitable and the relationship between users, game creators, and advertisers.

GameHub launched Mobile Game Service Platform starting from Southeast Asia. It is a new platform business that cooperates with mobile game services, reward advertisement systems, indie game creators, and Me-media.

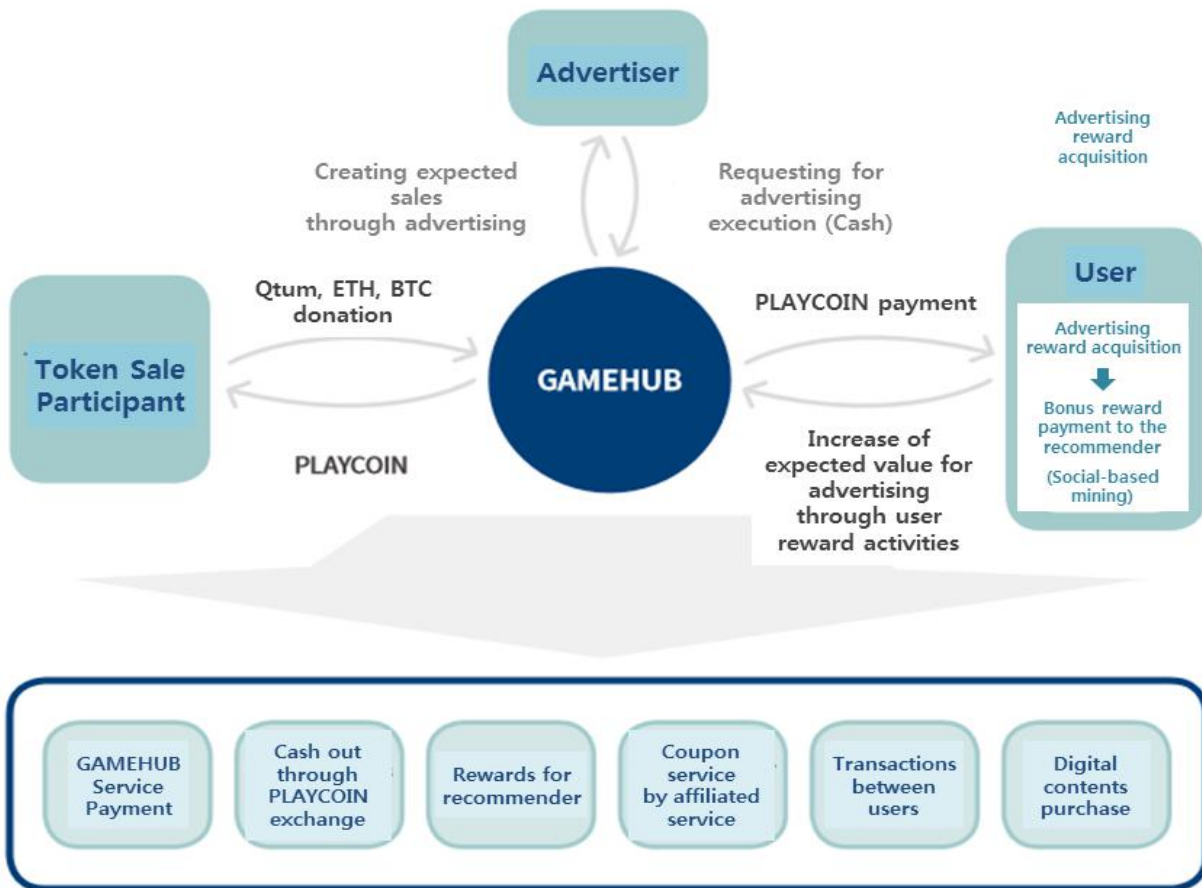
PlayCoin blockchain technology platform connects market participants with a platform based on social reward basis created by GameHub and can be very simple compared to a decentralized Google Play, supporting external marketers/influencers.



### 1.2 GameHub Environment

During the Token Sale, PlayCoin Token Pre-Sale participants who send coin via PlayCoin e-wallet will receive additional PlayCoin depending on Token Pre-Sale bonus period. General users will receive PlayCoin as Social Mining (reward bonus) with Me-media Influencer from activities on GameHub environment, advertisement, and recommendation to others (General users may be influencers or may be in collaboration / via the social network of the major influencer). Advertisers can produce more detailed advertisement because of revenue and web traffic from GameHub advertisement platform. (decentralized and security protocols to block click and install fraud). Third-party partners who participate in GameHub environment would create profit by user’s activity on GameHub.

\*Social Mining: Me-media and Influencer such as gamers and streamer would receive PlayCoin by using social media, app, and advertisement from Game Hub Platform.



[Figure: Abstract of GameHub ecology]

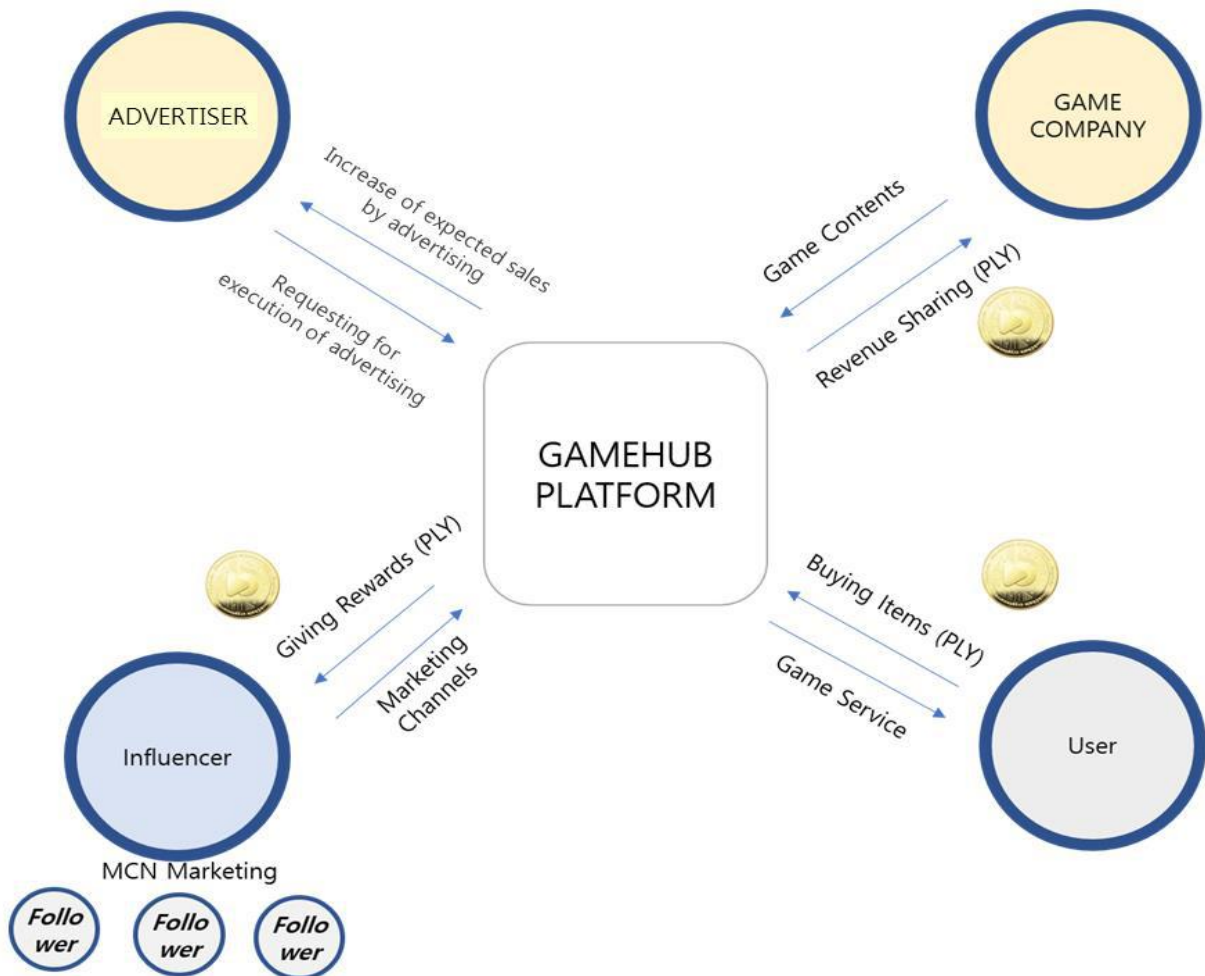
### 1.3 GameHub Business Model

The essence of GameHub business model is the online game business and mobile game platform business where one-person media creators, influencers with impact market games made by small-sized companies or promising indie game companies.

Among them, the games loved by many users will gain even greater support in the GameHub platform and will be developed in the global game market.

GameHub is currently in contracts with approximately 400 influencers with impact (Wang Hong) working in China and Southeast Asia, which makes it possible to expose 4 million views. Target marketing based on those influencers help soft landing of the games in the market. Also, the range of great influencers will be expanded through additional contracts.

GameHub platform has a strong reward function. One-person media creator or general users can advertise diverse types of contents including games, on the GameHub platform. Also, their advertising results are checked by an accurate advertising reward confirmation system to be compensated with PlayCoin.





### 1.4 Partnership plans for PlayCoin ecosystem

The ecosystem of PlayCoin is very wide.

Once partnered, it is possible to pay with PlayCoin in both offline and online channels.

First of all, the PlayCoin Alliance has been established in various fields and PlayCoin will be used in even wider areas in the future.



## 2. PlayCoin Usage Plan

### 2.1 PlayCoin Distribution

1. Exchange rate of PlayCoin is 1 PLY = 0.33 USD
2. Value of total quantity is worth 330 million USD.
3. 10% of PlayCoin (equivalent to 33 million USD) will be distributed during Token Sale.

Category	Description	Note
Total Coins	1,000,000,000 (1 billion Tokens)	Total quantity
Token Sale	100,000,000 (100 million Tokens)	10% of total quantity
Issue Price	1 PLY = 0.33 USD	
Issued by	GameHub Corporation Limited	Hong Kong
Nation	Hong Kong	
Symbol	PLY	
Age restriction.	Only 20 years and older will be allows to participate PlayCoin TOKEN SALE	
PlayCoin Unit	Tenth Decimal	
Homepage	<a href="https://playcoin.game">https://playcoin.game</a>	

### 2.2 How to Get PlayCoin?

PlayCoin is distributed inside of the GameHub environment. Compared to current mining systems, PlayCoin can be received from profits that game creators and advertisers: this process is called "Social Mining".

#### Social Mining

1. User uses viral marketing via PlayCoin platform, and digital media networks and channels.
2. If viral marketing is effective and generates revenue, user's participation will be evaluated
3. PlayCoin will be distributed depending on the level of user's participation.
4. Users may receive PlayCoin through social network services.

### 2.3 PlayCoin Credit Ratings

PlayCoin is based on credit ratings of each user. PlayCoin distribution period would depend on credit ratings of users. Distribution period and credit rating system are as follows:

Credit Ratings	PlayCoin Distribution Period
5.0	Within a day
4.0	2 days
3.0	3 days
2.0	4 days
1.0	5 days
Lower than 1.0	UP to 14 days

#### Social Credit Ratings Policy

1. Credit ratings starts with 1.0 [Applies to Everyone].
2. Credit ratings system will be operated as follows:
  - a. Number of purchases and actual cost spent will be reflected in credit ratings.
  - b. Revenue generated from viral and recommendations increased via influencer tactics.
3. Using vulnerability such as fraud, canceling transaction, or viral marketing using bots will lead to suspension/termination of account.
  - a. Credit card theft: Account termination.
  - b. Transaction cancel: 3 to 21 days suspension. (Depending on scenario: i.e. baby involved in accidental cancelling)
  - c. Vulnerability using bots: Account termination.

#### Social Credit Ratings and Opportunity

Social credit ratings will help supplement existing credit rating models for developing nations that don't have the robust credit card and identification systems in place. In developing nations, many people do not have credit cards, or bank accounts but do have Facebook and other social network accounts. The relationship between friends on social network will play a critical and relevant role of the adoption of PlayCoin and will be further innovated to advanced new and existing viral tactics for influencers across all possible social networks globally.

When social credit ratings flourished, PlayCoin and PlayCoin Alliance will provide the new model for credit and P2P system.

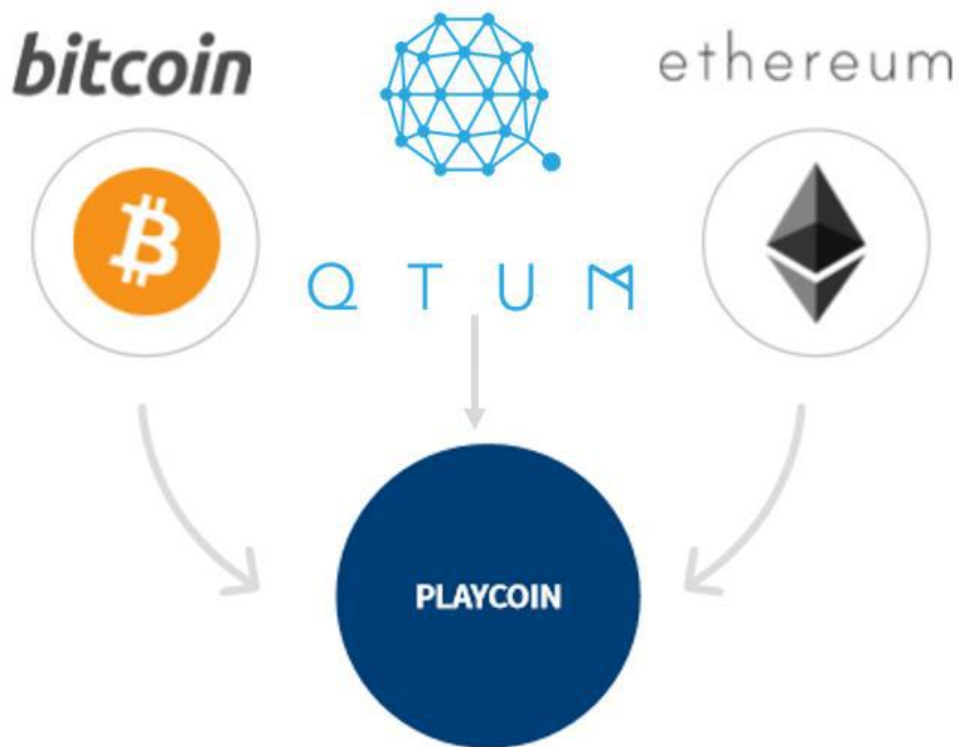
### 3. Method of Distribution

PlayCoin is donated by QTUM, Bitcoin(BTC) and Ethereum(ETH).

PlayCoin will be distributed by Proof-of-stake.

TOKEN SALE participants will obtain PlayCoin (PLY) from Bitcoin and Ethereum for use in the PlayCoin environment.

During the TOKEN SALE, participants who already participated in Token Pre-Sale will receive additional 5-15% bonus.



\* Contribution will be conducted using QTUM, Ethereum, and bitcoin.

Contact Us (e-mail): [tokensale@playcoin.game](mailto:tokensale@playcoin.game)

## 4. Security

### 4.1 Security Summary

Security	Token Pre-Sale	Post TOKEN SALE
ACL	public: SSL Port	public: SSL Port
WAF	OWASP 3.0	OWASP 3.0
Anti - DDoS	1.5 Gbps	100Gbps
Security Patch Update	1 per Month	1 per Month
Security Scan	1 per Month	1 per Week
Two Factor Authentication	Admin, SE	Admin, SE
Backup	1 per Day	1 per Day
Security Audit Report	1 per Quarter	1 per Quarter

#### Security Specialist

- Dennis Kim (Founder and CEO): has 15 years and more experience in security sector, online gaming, Microsoft Azure MVP, former Microsoft Cloud and Datacenter Management MVP.
- Portal and security experts: Azure MVP, AWS
- Security experts based on Splunk: 4 Personals
- 24 hours monitoring with 3 security teams.
- Red Team: simulation hacking team, security experts from BoB Korea, and China

## 4.2 Cloud Master Node Specification

SPEC	Global Cloud Master Node	Asia Cloud Master Node
Cloud	Microsoft Azure	Alibaba Cloud
HA Node	2	2
Location	Hong Kong, North America	Hong Kong, Asia
VPN	ExpressRoute OpenVPN	Alibaba ExpressRoute OpenVPN
DNS Protection	<input type="radio"/>	<input type="radio"/>
DNS	Master DNS AWS Route53	Asia Alibaba Cloud DNS
DNS Anti DDoS	30,000,000 Query per Sec 10 - 20Gbps	50,000,000 Query per Sec 50 - 100Gbps
WAF	Azure WAF	Alibaba WAF
WAF Monitoring	Azure Security Center	Aliyun Security Center
FDS	Combined FDS Backend NGS Splunk, Spark	N/A
WAF Log	Master Log Hongkong	Backup Lod, Aliyun OSS, Asia
Security Sean	<input type="radio"/>	<input type="radio"/>
Security update	<input type="radio"/>	<input type="radio"/>
24hrs security monitoring	<input type="radio"/>	<input type="radio"/>

## 5. Technical Specification

### 5.1 GameHub blockchain: Qtum

<b>PlayCoin Layer</b>	<b>PlayCoin Social Mining API</b>	<b>PlayCoin Alliance SDK</b>	<b>PlayCoin Smart Contract Debug Tool</b>	<b>PlayCoin Wallet</b>
	<b>PlayCoin API Layer</b>			
	<b>PlayCoin Anti-DDoS Layer</b>			
	<b>PlayCoin Security Layer</b>			
<b>Interface Layer</b>	<b>Qtum API</b>		<b>EVM Extension API</b>	
<b>Qtum Layer</b>	<b>Qtum Dapp</b>	<b>Qtum Smart Contract</b>	<b>Qtum Master Contract</b>	<b>Qtum Core</b>
<b>EVM Layer</b>	<b>Blockchain Core, EVM</b>			

The reason PlayCoin choose Qtum technology because:

- Compatibility with Ethereum
- Hybrid technology that shares security and expansion: Bitcoin UTXO model and Ethereum.
- Faster transaction with security through Bitcoin UTXO technology.
- Expansion of social mining through Master Contract.
- Defend security vulnerability through Qtum Ethereum community.
- Business expansion thought DAPP and Qtum environment.

\*UTXO (Unspent Transaction Output): Compare to Ethereum's Account Balance Mode, Bitcoin does not have account nor balance. Also, this could prove validation of transaction (or availability of coin) by using "unconsumed output value" with recorded blockchain. This can check the remaining balance faster than Ethereum.

\* Master Contract evolved from Ethereum's Smart Contract. The major advantage is that Master Contract can be activated with Data feeds in real life; more than just on-chain data and blockchain. Social Mining will be created based on the Master Contract.

This Social Mining will replace current coin mining system. Qtum's mining causes wasted resources. So, we will not be using the mining framework that Qtum has. Instead, we reached the feature of Master Contract that we plan to continue to innovate and develop upon and we believe will play a relevant role in Social Mining and will be complementary because Qtum's framework has great compatibility and well built-module structure.

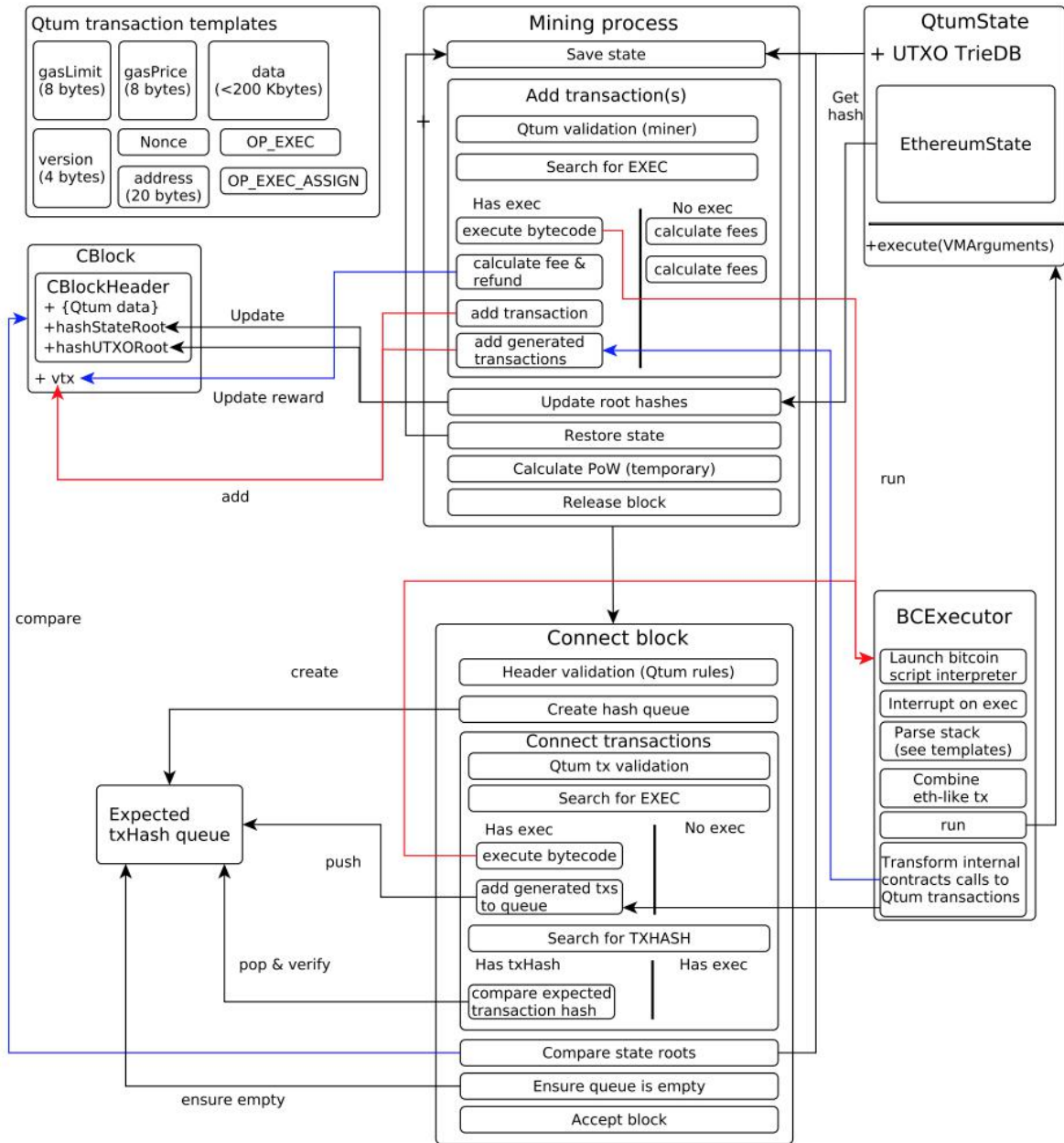
### **The risks**

- There is no coin/token model for Qtum's hybrid blockchain.
- Lack of security inspection: No security inspection/testing issues yet. PlayCoin creators are reviewing and will continued re-check relevant codes.

We PlayCoin creators add onto Qtum framework with features of Social Mining, Social Credit Rating, and Security Monitor. So, we believe that our collaboration will be a disruptive addition and trend for next generation security and mobile environment.

We believe this architecture will promote profits for the game and digital contents market, and *fair-play* and transparency for all parties.





[Figure: Qtum transaction processing]

## 5.2 Qtum's *blockchain*

PlayCoin will be created based on Java 9, and Spring 5 for expanding Qtum's framework.

- Social Mining
- Social Credit Rating
- Security Monitor

The major reason is because Java 9 and Spring framework have great security and compatibility. In fact, it is very important to have security guide of OWASP 3.0, framework with stable reference, and variety of languages. From this point, using Spring framework would be reasonable for PlayCoin.

- <https://projects.spring.io/spring-framework/>
- <https://www.oracle.com/java/java9.html>

PlayCoin is the technology to save and manage data for game creators, users, and Influencers with safety and trust.

We PlayCoin closely review the environment of Ethereum code and Qtum code. Because PlayCoin is compatible with both Ethereum and Qtum we will monitor performance and usage across numerous internal factors and may update to a different *blockchain* core to achieve best result in usage of the *blockchain technology* for the PlayCoin Alliance.

PlayCoin, unlike a Public blockchain like Bitcoin, will start with Private *blockchain* for only permitted people. Also, Private Blockchain Node will be formed with Global Master Node and China Master Node.

Reward and Gaming app for GameHub will be Ethereum and Qtum's DAPP

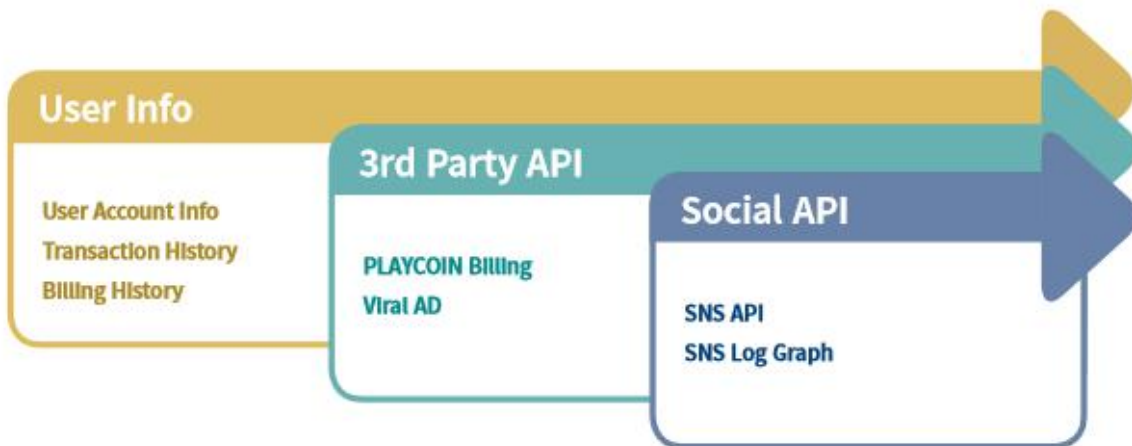
PlayCoin will provide Open API for its environment.

### Development Risks

- Social Mining Development: Illegal usage of social mining such as obtaining PlayCoin by fraud and deceitful materials (i.e. bots, programs, etc.). Security inspection is highly necessary. There would be a risk on API link to make Social Mining evaluation criteria due to lack of API integrity of Facebook, and Youtube. For Youku, its creator did not provide stable API yet, so there would be errors dealing with crawling.
- Social Credit Rating Development: There will be significant upgrades and innovations and we will continue to apply variety of factors like financial, economics, and cultural value.

- For additional development in Qtum and Ethereum, PlayCoin would launch sequentially for 18 months. We will verify stability and security through Focus Group Testings(FGT).

1. User Info API
  - a. User Account Information API
  - b. Billing History API
  - c. Transaction History API
  - d. Confirming Social Credit Ratings API
  - e. Reporting Illegal Transaction API
2. 3rd Party API
  - a. PlayCoin Billing API
  - b. Viral AD API
3. Social API
  - a. SNS Sharing API
  - b. SNS Log Graph

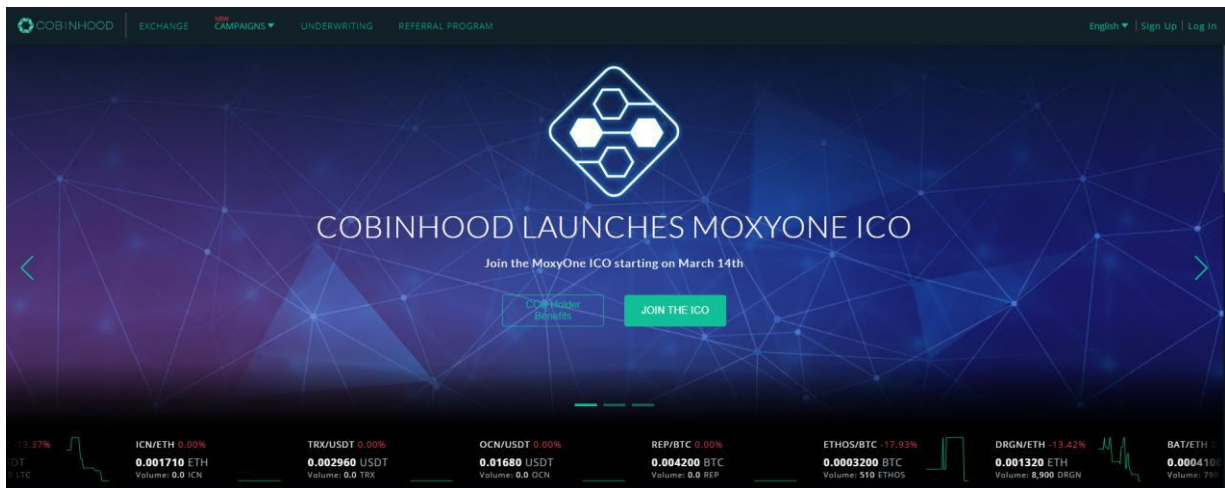


[DApp Layer API on Hyperledger]

## 6. Status of Strategic Partnerships to Create PlayCoin Alliance

### 6.1 Partnership with Cobinhood cryptocurrency exchange

Cobinhood is the world's first zero trading fees cryptocurrency exchange with vision to maximize traders' profits. Traders now can enjoy zero trading fees for spot trading and margin trading up to ten times leverage. Cobinhood provides proprietary order matching engine that can process millions of orders with sub-millisecond latency. The whole system is designed to be fully distributed, highly available, and auto scalable, achieving the ultimate trading experience for traders around the globe. PlayCoin has partnered with Cobinhood. PlayCoin Token will be listed on Cobinhood on April 2018.



### 6.2 Partnership with Qbao Application

Qbao is a Qtum based decentralized social network which includes the usages of multi-digital cryptocurrencies wallet, trading and payment, Dapp store, and social interaction, with the aim of building a healthy and secured ecology of Qtum world. Qbao aims to serve the Qtum community and global blockchain users, offers a better blockchain technology service of the new generation, including Qtum, and various decentralized applications (DAPP) based on Qtum. We hope to popularize blockchain technology widely in traditional Internet fields through Qbao by making more users experience the charm of blockchain technology. Qbao aims to build a secured ecological social network.



### 6.3 Scheduled to be listed on cryptocurrency exchange

In the game ecosystem, PlayCoin rewarded by Social mining is like cash in real life. Therefore, cryptocurrency exchange is essential since it is the place where PlayCoin can be cashed out or make transactions with. PlayCoin is currently seeking to establish agreements with several cryptocurrency exchanges in Korea and overseas, which is being led to significant performance.

In November 2017, PlayCoin has concluded an MOU with \*\*\*\* Coin, which ensures listing the PlayCoin in exchange, a cryptocurrency exchange operated by \*\*\*\* Coin.

It will be listed on exchange during May 2018, after the completion of PlayCoin Token Sale and preparation for listing. *(Please understand that PlayCoin can not disclose its internal policies.)*

### 6.4 Huadong Media – Reward payment method partnership

The size of mobile coupon market in Korea is known to reach 300 billion won a year. A strategic partnership with a domestic mobile coupon company is in a process to expand PlayCoin usage to online and offline markets and not limited to the game and digital contents within PlayCoin ecosystem.

PlayCoin has partnered in digital coupon business with Huadong Media (上海市花事电子商务有限公司, <http://www.huisuoping.com/>) that has DAU 70 million users from China and Southeast Asia.

As mobile game partners in China and Asia Pacific market, PlayCoin and Huadong Media have concluded strategic partnership agreements in terms of co-work in influencer and mobile marketing (MCN), PlayCoin's blockchain/electronic wallet technology and contents of both parties. In the future, both companies will make their best efforts to provide GameHub mobile game service or use PlayCoin as the payment method in Lock screen and mobile game services provided by Huadong Media.

### 6.5 Lamate Taiwan – Taiwan game service partnership

Taiwanese market is an important part of Southeast Asian mobile game industry and Lamate Taiwan is a game publishing company based in Taiwan. PlayCoin has made business agreements with Lamate Taiwan and PlayCoin can be used to pay for all game items and contents serviced by Lamate Taiwan.

Lamate Taiwan is the Taiwanese publisher of Special Force, a world-famous game of Korea and when playing Special Force in Taiwan, PlayCoin can be used for payment in the game portal such as payment for items, etc.



### 6.6 Mobile game company / Indie game company – Publishing contract

Within the ecosystem of GameHub PlayCoin, there is a policy to support and develop small-sized and indie games. Publishing contracts with superior small-sized and indie game companies of Korea will be established, followed by language translation and upgrading the game to enter Chinese and Southeast Asian market through GameHub platform.

In terms of indie games, TouchTouch’s “Be rich!”, “Survival Bingo, Betting Version” are the first ones and for small-sized games, PlayCoin has concluded a publishing contract with a mobile game made by FUNWAVE, “Tactics Crush”, which was designated as the top 21 of ‘MWU, Made with Unity’ Korea Awards.

During the 1st half of 2018 when GameHub Platform is serviced, these games will be serviced in China and Southeast Asia while PlayCoin is the major payment method used to buy items, etc.





## 6.7 MCN Company - Marketing partnership with Wang Hong influencers

Influencer marketing is a core part of PlayCoin Alliance. In the game market, it is difficult to survive without proper marketing no matter how superior the game services are.

In PlayCoin, Social mining system is applied to check accurate advertising performance and reward the influencers and individual users with PlayCoin when they advertise games or contents in GameHub platform. PlayCoin has acquired more than 400 influencers with strong impact, by contracting with Media Bridge and Afternoon, the representative influencer marketing companies. Those 400 influencers are actively working in China and Southeast Asia, which enables PlayCoin to establish a strong network exposed to more than 4 million views a day.



## 6.8 Well Data System – PlayCoin payment for cloud service

As a way of expanding the PlayCoin Alliance, MOU has been established to use PlayCoin as payment for cloud service provided by Ncloud 24. Ncloud 24 is a brand of 'Well Data System', a CSB company representing Korea, which has been providing cloud service since 2011 for the first time in Korea. It is also a partner of KT ucloud biz, AWS, and Photon game engine.

Also, Ncloud 24 provides cloud users with insights on game infrastructure establishment and operation to provide consulting service to establish the optimal system with reduced costs where game companies and consumers can use them without worries. By partnering with Ncloud 24, it is now possible to purchase cloud services with PlayCoin, which is the beginning of expanding the usage of PlayCoin.

**Ncloud 24** : <https://www.ncloud24.com/>

### **6.9 Payraiz – Global online billing service partnership**

In order for PlayCoin to be serviced globally, one of the essential factors is the strategic partnership with previous companies specialized in mobile billing system establishment. If the cryptocurrency PlayCoin is added to previous billing services, the existing users of mobile billing system are able to PlayCoin as a new payment method, which is why it is extremely important for expanded usage of PlayCoin.

'Payraiz' of Mhmind is an integrated billing service for mobile with more than 1.3 million users worldwide. By partnering with Mhmind, PlayCoin will provide diverse game and contents providers using Payraiz with blockchain-based payment service through PlayCoin.

Overseas payment service of Payraiz includes Paypal, MOLpoint, Cherry Credit, My Card, Gudang Voucher, Game On, UniPin, VTC, @Cash, True Money, EPIN, etc. and PlayCoin-based mobile and PC game payment interworking technology will be provided to the game developers.

 : <http://www.payraiz.com/>



## 7. PlayCoin Marketing Plan

### 7.1 Marketing via Social Mining

Advertise GameHub service through Me-media. GameHub prioritizes viral marketing strategy of Me-media. General users may support with viral marketing and through Me-media. Me-media and general users will receive a reward for viral marketing through recommendation services.

Also, users with higher activity level – which means periodic activities on GameHub Platform such as game playtime, item purchase etc. – will receive PlayCoin as a reward.

This is called Social Mining, and it is one of the key methods of marketing.

### 7.2 Aggressive Marketing through Social Media

As mentioned earlier, a portion of funds from TOKEN SALE will be used in PlayCoin marketing expense.

- Marketing through WangHong-GameHub Alliance
- Marketing through Social Networks (i.e. Facebook and Twitter)
- Viral Marketing in China and Southeast Asia

### 7.3 Eco-Support – Indie Games Mutual Growth

1. We valued the most on providing a marketing platform and method for indie game creators and sole creators that need financial and marketing support.
2. Marketing platform scenario is as below:
  - A. Creator posts the contents, video, test-run of game on PlayCoin game platform.
  - B. Users will vote based on information that game creators posted.
  - C. Most voted creator will receive free viral through WangHong and Influencer.
  - D. PlayCoin will provide viral expense from Echo Support.
  - E. Budget will be provided through Social Media team after marketing plan. (Budget: 1K – 50K USD)
  - F. Additional viral plan and budget will be provided after 5 days of WangHong and Influencer marketing
  - G. Support marketing up to 30 days
  - H. For game with high-potential growth, PlayCoin environment will provide services through contract with GameHub.



[Figure: Eco-Support and viral marketing for game]

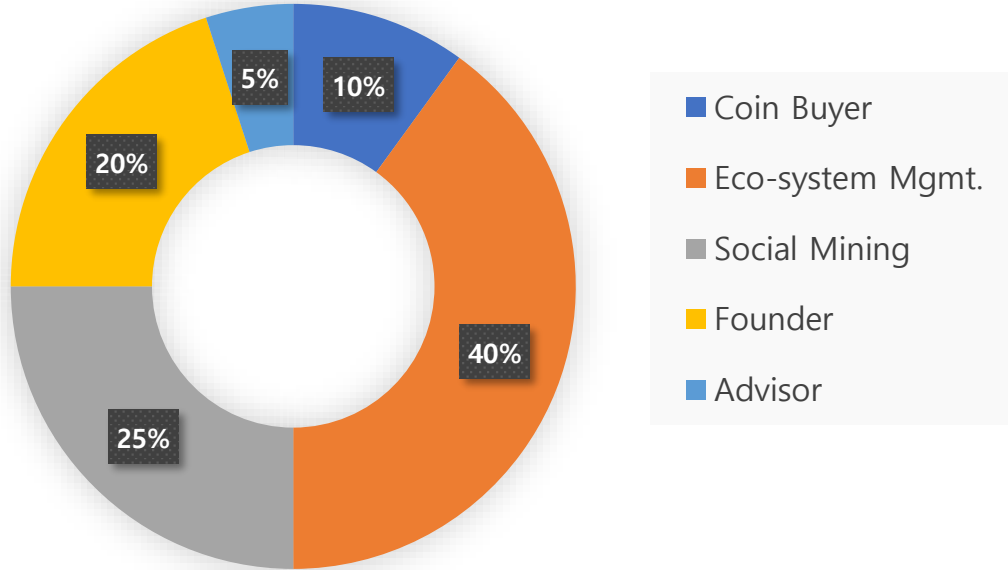
## 8. Timeline

Category	Schedule
1 <sup>st</sup> TOKEN Pre-SALE	November 15 <sup>th</sup> – December 14 <sup>th</sup> 2017
2 <sup>nd</sup> TOKEN Pre-SALE (Global)	January 15 <sup>th</sup> – February 10 <sup>th</sup> 2018
MAIN TOKEN SALE	February 15 <sup>th</sup> – March 31 <sup>st</sup> 2018
Listing of PlayCoin on the exchange (3 exchanges in Korea and overseas)	2 <sup>nd</sup> Quarter of 2018

## 9. Distribution Plan and Method of Usage

### 9.1 PlayCoin Distribution

# PlayCoin Distribution



### 9.2 TOKEN SALE Distribution Detail

#### 1. PlayCoin TOKEN SALE (Distribution Detail)

Distribution	Quantity	Percentage
FOR TOKEN SALE	100,000,000	10%

#### 2. 1<sup>st</sup> MAIN TOKEN SALE Soft and Hard Cap

Soft Cap	10 million USD
Hard Cap	33 million USD
Description	1) The TOKEN SALE period may be changed due to the PlayCoin policy When Soft Cap reached, there may be adjustments decided by the PlayCoin board of directors. 2) TOKEN SALE will be ended maximum 7 days after Hard-Cap has reached. 3) All other TOKEN SALE amount after Hard-Cap will be acknowledged as "Hidden Cap".

### 3. Minimum Amount of Contribution

- The minimum amount of contribution: 100 USD worth of QTUM, Ethereum, or Bitcoin.

### 4. Maximum Amount of Contribution

- The maximum amount of contribution: 1 million USD worth of QTUM, Ethereum, or Bitcoin.

### 5. Token Sale Daily Exchange Rate Calculation

- Each contributors' daily exchange rate will be set on the average exchange rate of 3 previous days from the actual contribution date. PlayCoin shall update its PlayCoin Token quantity daily.
- For example: If you contributed on January 18<sup>th</sup>. You will receive PlayCoin Tokens as the average exchange rate between 15<sup>th</sup> and 17<sup>th</sup>.
- Exchange rate calculation data:
  - \* BTC & ETH: coindesk.com
  - \* QTUM: gate.io

### 6. Safe Deposit of Coin

- Founder and Advisor will be restricted from transaction 120 days after listing on stock exchange to stabilize the coin market.

### 7. Token Sale Participant Bonus Policy

<b>1st Token Pre-Sale</b>	10 – 15% Bonus PlayCoin
<b>2nd Token Pre-Sale</b>	Airdrop (To be announced)
<b>Main Token Sale</b>	Bonus Not Available

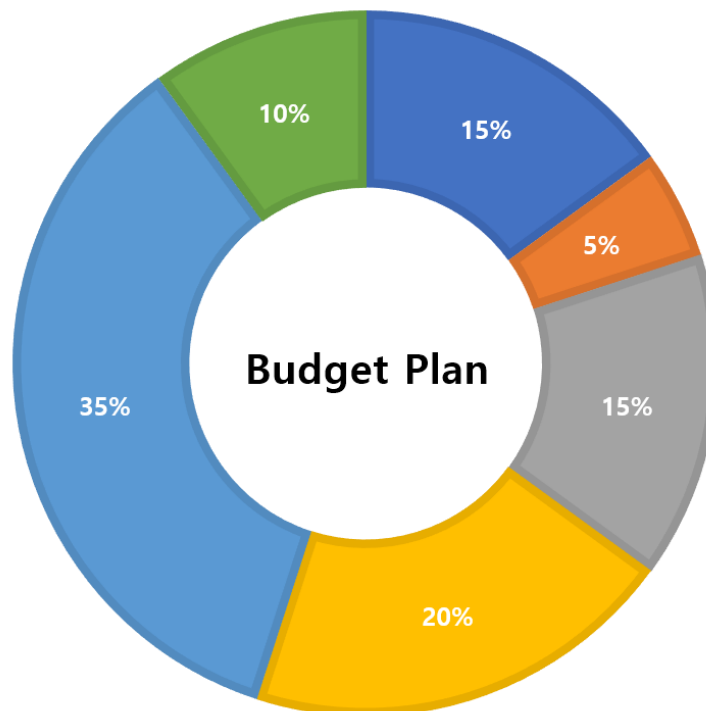
### 8. Exchange Listing Plan

- PlayCoin is planning to list on more than 3 Cryptocurrency exchanges in domestic and foreign markets.
- More than 1 exchange will be listed in 2<sup>nd</sup> quarter of 2018. More than 3 exchanges will be listed in 4<sup>th</sup> quarter of 2018.
- MOU and contract description will be classified.
- Signed MOU of first exchange will announced during the TOKEN SALE period.

### 9. Refund Policy

- By board of directors decision, PlayCoin may issue refund process due to legal restriction or other social issues.

### 9.3 Distribution Plan and Method of Usage



■ R & D   ■ Legal Use   ■ Marketing   ■ PlayCoin Alliance   ■ Environ.   ■ Management

\*Detail may be changed after PlayCoin board of directors' decision.

\*Budget Plan will be posted on webpage(<https://playcoin.game>). Auditing history will be attached as well.

- 35% Environment: PlayCoin environment; Partnership for O2O; Indirect investment through VC.
- 20% PlayCoin Alliance: Marketing support for indie game creators; Multi-language support
- 15% R & D: PlayCoin e-Wallet, IBM development for *blockchain technology*.
- 10% Management: Expenses for PlayCoin infrastructure, services, and securities on Multi-Cloud.
- 15% Marketing: Marketing expenses on Facebook, Youtube, Newsfeed, WangHong, and Influencer.
- 5% Legal Use: Expenses for legal consultation on restriction and auditing.

## 10. PlayCoin Policy and Legal Notice

### 10.1 Know Your Customer(KYC)

- We will process *Know Your Customer* including TOKEN SALE registration through our webpage ([www.playcoin.game](http://www.playcoin.game)).

### 10.2 Anti-money Laundry(AML)

- We may request investors that have invested than 33 ETH (equivalent around \$10,000) for additional certificates or documents for Know Your Customer and Anti-Money Laundering regulations

### 10.3 PlayCoin Board of Directors

- Board of Directors: 5+ personal including PlayCoin creator, advisor, and investors.
- Board of Directors have power to execute funding for marketing; manage TOKEN SALE plan; and expanding PlayCoin environment.
- PlayCoin Board of Directors Chairperson: Dennis Kim (Rest of BoD: TBA).

### 10.4 Auditing

- PlayCoin is cooperating with CPA in Hong Kong, for TOKEN SALE investment statement auditing. The results will be reported on webpage(<https://playcoin.game>), and individual e-mail.

### 10.5 Security

- PlayCoin executes regular inspection with security team in order to prevent Cyberattack.

### 10.6 Privacy & GDPR

- PlayCoin complies with European GDPR, and private policy of each nations.
- Privacy & GDPR policy will be reported every 6 months

### 10.7 Language

- PlayCoin White Paper is provided with English, Chinese, and Korea. Terms and conditions of PlayCoin is interpreted in English.

### 10.8 Restriction on TOKEN SALE Participants

- Citizen of The Republic of Korea, People's Republic of China and other TOKEN SALE restricted nations are UNABLE to participate in PlayCoin TOKEN SALE.

**\*중화인민공화국, 대한민국 및 그 외 TOKEN SALE 규제 국가의 국민은 PlayCoin TOKEN SALE 에 참여할 수 없다**

## 10.9 Legal Consideration

The whitepaper written by PlayCoin is for information purpose only and may be subject to change. We cannot guarantee the accuracy of the statements made or conclusions reached in this whitepaper and we expressly disclaim all representations and warranties (whether express or implied by statute or otherwise) whatsoever, including but not limited to

- Any representations or warranties relating to merchantability, fitness for a particular purpose, suitability, wage, title or non-infringement;
- Such that the contents of this document are accurate and free from any errors; and
- Such that contents do not infringe any 3<sup>rd</sup> party rights.

We shall have no liability for damages of any kind arising out of the use, reference to or reliance on the contents of this whitepaper, even if advised of the possibility of damages arising.

This whitepaper may contain references to 3<sup>rd</sup> party data and industry publications. As far as we are aware, the information reproduced in this whitepaper is accurate and that the estimates and assumptions contained herein are reasonable. However, we offer no assurances as to the accuracy or completeness of this data.

Although information and data reproduced in this white paper are believed to have been obtained from reliable sources, we have not independently verified any of the information or data from 3<sup>rd</sup> party sources referred to in this whitepaper or ascertained the underlying assumptions relied upon by such sources.

## 10.10 PlayCoin TOKEN SALE Reference

Category	URL
Homepage	<a href="https://playcoin.game">https://playcoin.game</a>
Facebook	<a href="https://www.facebook.com/playcoin.game/">https://www.facebook.com/playcoin.game/</a>
Weibo	<a href="https://weibo.com/playcoinnews">https://weibo.com/playcoinnews</a>
Twitter	<a href="https://twitter.com/playcoin1">https://twitter.com/playcoin1</a>
Press release	<a href="https://medium.com/@playcoin">https://medium.com/@playcoin</a>
Announcement	<a href="https://playcoin.blog">https://playcoin.blog</a>
KakaoTalk	<a href="https://open.kakao.com/o/gIBHF7C">https://open.kakao.com/o/gIBHF7C</a>
Telegram	<a href="https://t.me/playcoinofficial">https://t.me/playcoinofficial</a>
LINE	<a href="http://line.me/ti/g/fmBb154YmN">http://line.me/ti/g/fmBb154YmN</a>

## 11. Group Summary

### 11.1 Team



Dennis Kim  
CEO



Toby Lee  
Blockchain Lead Developer



James Han  
CFO



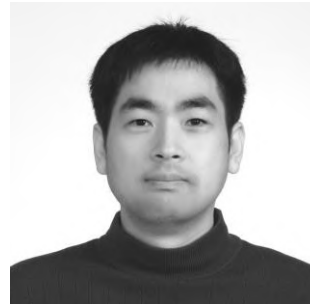
Brian Park  
CMO



Sihyun Choi  
Mobile Developer



Changsun Kang  
Back-end developer



Donghoon Lim  
Mobile Developer



Hyuncheol Oh  
Back-end developer



Mieun Kim  
Designer



Junhee Lee  
Designer



Mandy Liu  
China Marketer



Calvin Song  
Overseas Marketer



Daniel Lim  
Overseas Marketer



### 10.3 Partnerships

Name	Webpage
AfterMoon	<a href="http://www.aftermoonkorea.com">www.aftermoonkorea.com</a>
MediaBridge	<a href="http://www.mediabridge.kr">www.mediabridge.kr</a>
Alibaba Cloud	<a href="http://www.alibabacloud.com">www.alibabacloud.com</a>
Splunk	<a href="http://www.splunk.com">www.splunk.com</a>
Acharts Group	<a href="http://www.achatsgroup.com">www.achatsgroup.com</a>
Huadong Media	<a href="http://www.huisuoping.com">www.huisuoping.com</a>
BigoLive	<a href="http://www.bigoliveagent.com">www.bigoliveagent.com</a>
Funwave	<a href="http://www.funwave.co.kr">www.funwave.co.kr</a>
Microsoft Cloud	<a href="http://azure.microsoft.com">azure.microsoft.com</a>
KIC China	<a href="http://www.kicchina.org">www.kicchina.org</a>
Jeon-Ja Shinmun	<a href="http://www.etnews.com">www.etnews.com</a>
Zdnet	<a href="http://www.zdnet.co.kr">www.zdnet.co.kr</a>
AtSquare	<a href="http://www.atsquare.net">www.atsquare.net</a>
Lamate Taiwan	<a href="http://www.sfonline.com.tw/index.php">http://www.sfonline.com.tw/index.php</a>

# PlayCoin CEO & Blockchain Head Developer Profile

## 【Dennis Kim: CEO】



- GameHub Corporation Limited CEO
- MakeUs, CTO, Facebook 'Dingo' Service Operation [1.5 Billion views per month; Total 22 Billion Views]
- Game Portal Game Club, Liveplex CTO
- Golf-Zone Game Portal PM
- Nike: Run the City PM
- KISA CCloud Security Advisor
- Podcast "I'm a Programmer" Host
- ZDnet / IT Chosun Interpreter
- Microsoft MVP, Cloud, Azure, Data Center Management

## 【Toby Lee: Blockchain Head Developer】



- GameHub PlayCoin, Blockchain Head Developer
- "Korea Spring User Group (KSUG)" Founder
- The Epril CEO: Consultant of IT Service in Australia
- Global "JAVA Developer"
- Author of *IT Software* bestseller "Spring Framework"
- "Java Community ORG (JCO)", Spring OSGi Speaker
- Oracle Code 2017 Java9, Spring5 Speaker

## PlayCoin Advisor Profile

### 【Min Yoo: Advisor】



- GameHub PlayCoin, Advisor
- YouGov, Partner – Asia Pacific
- Decision Fuel, Managing Director – China & Korea
- Racks M.D.B., Founder
- Economist Intelligence Unit, Senior BD Manager
- Strategic Intelligence, Senior BD Manager – Greater China
- American Junkies, Co-Founder
- Get Travel Tours, Regional Manager/Site Director
- Action X-treme Tours, Founder

### 【Ji-Ho Seol: Advisor】



- GameHub PlayCoin Advisor
- NAKTA Trading CEO
- Mitsubishi Electronic Japan Sub-Leader
- Contents Director for Investment of Japan
  - AI Voice Recon & Chat Solution
  - Next Gen. Smart Film and Advertising Platform
  - Korean Celebrity Contents and e-Commerce Platform
  - Mobile Coupon and Membership Platform
  - Biotech Blood Analysis Platform

**【SeoungEun Cho: Advisor】**

- GameHub PlayCoin Advisor
- SeoungEun Trading CEO
- PCC Production for group "Girl's Day"
- Developed E-book "OceanBook"
- Design Editor of Movie "Secretly Greatly"
- KakaoPage Webtoon "Red Dot" Producer & Design Director
- Professor of Mall Design Major in DongKang College

**【HeeYong Jeong: Advisor】**

- GameHub PlayCoin Advisor
- Bluecommunication CEO
- Bconsystem CEO
- AtSquare Director
- COCOZ R&D CTO
- Fortune Partners Partner
- Micro Software CEO

**【SungGun Lee: Advisor】**

- GameHub PlayCoin Advisor
- AfterMoon CEO
- MediaBridge CEO
- BigoLive Partner
- AfreecaTV Partner