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Please be fully aware that interpretation and meaning in Korean or Chinese may be different than English.*

PLAYCOIN WHITEPAPER



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(Abstract)

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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 prepaid 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 many 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 prepaid game cards and gift cards; as well as the monopolies and exploitation of online influencers by digital media platforms.

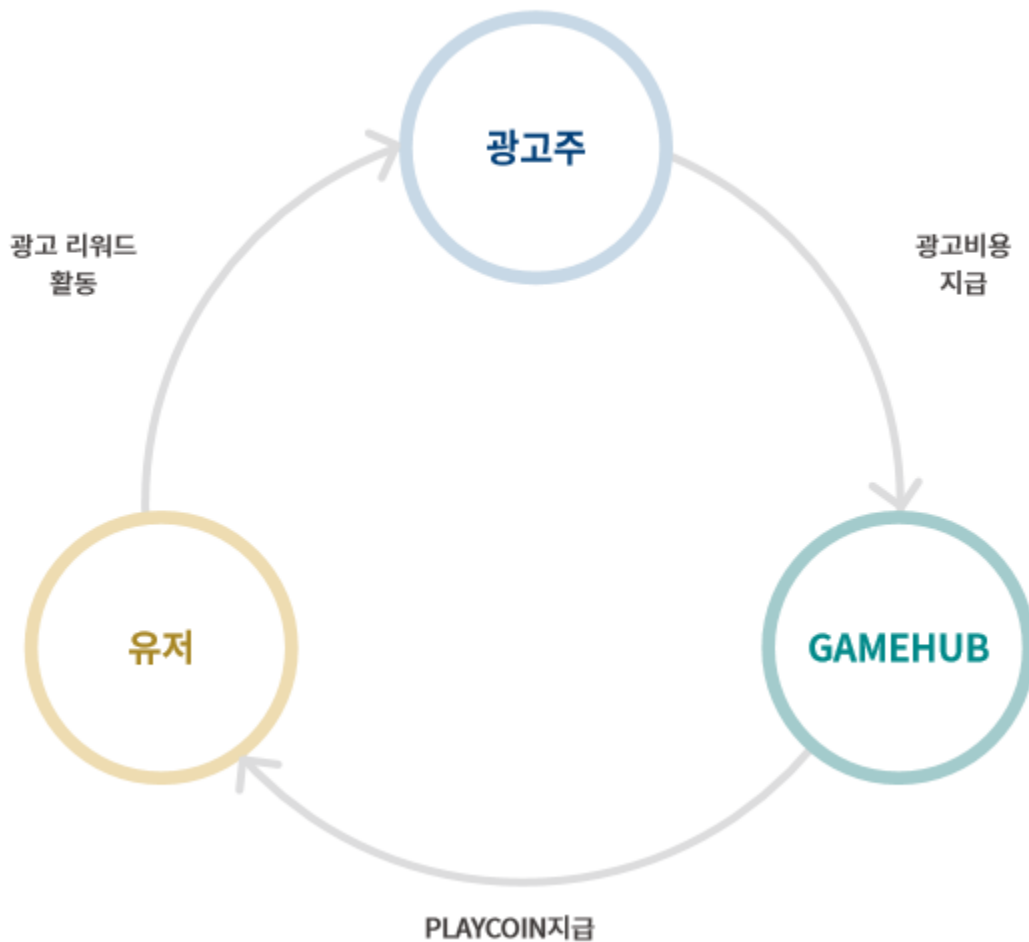
The GameHub portal and APP will allow game developers to freely launch and release their mobile games to the online community. GameHub will curate and organize games based on game type and genre for simple classification as well as organization for the mobile gaming community. GameHub's online influencers 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 consumerfacing sectors and represents a paradigm shift in how advertisings 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.

1. What is PlayCoin

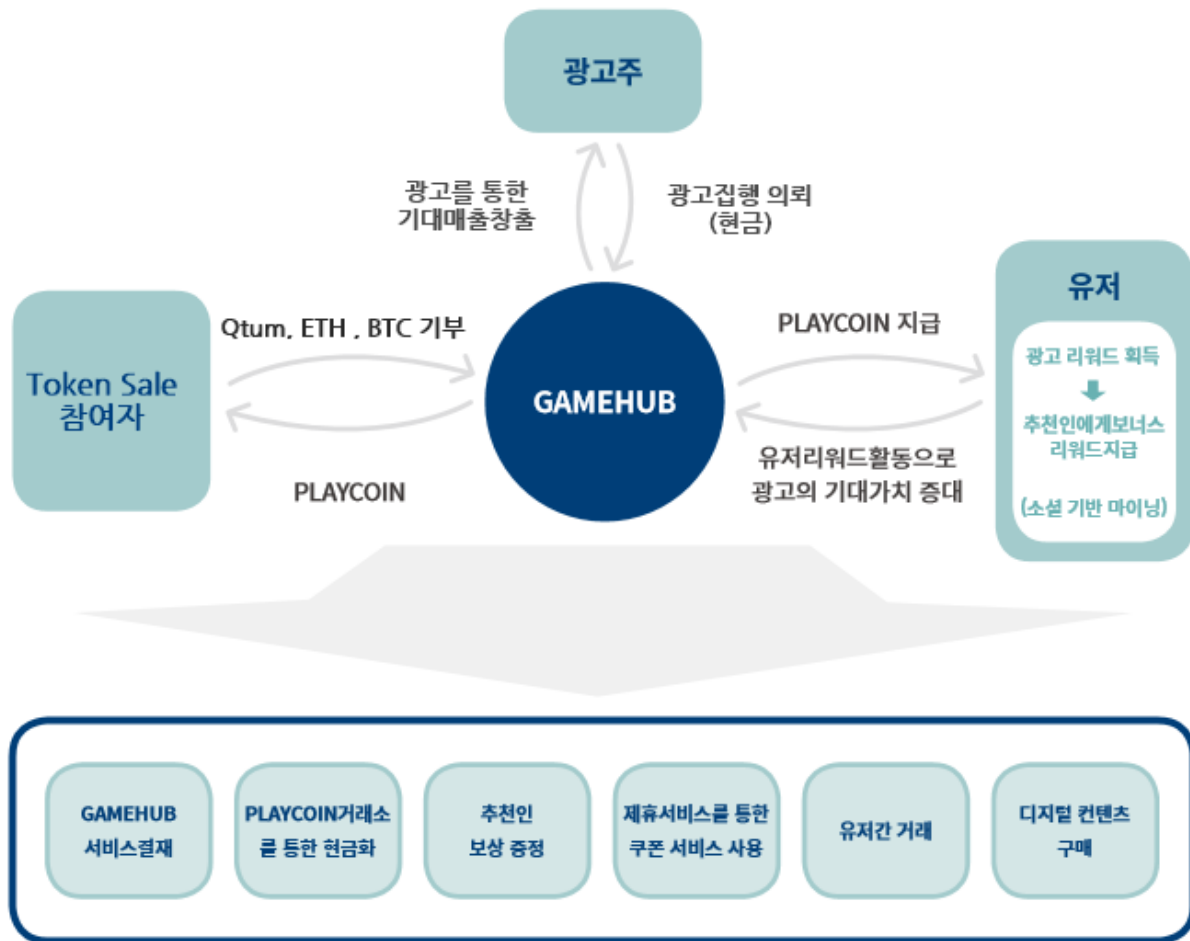
1.1 PlayCoin Concept

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.

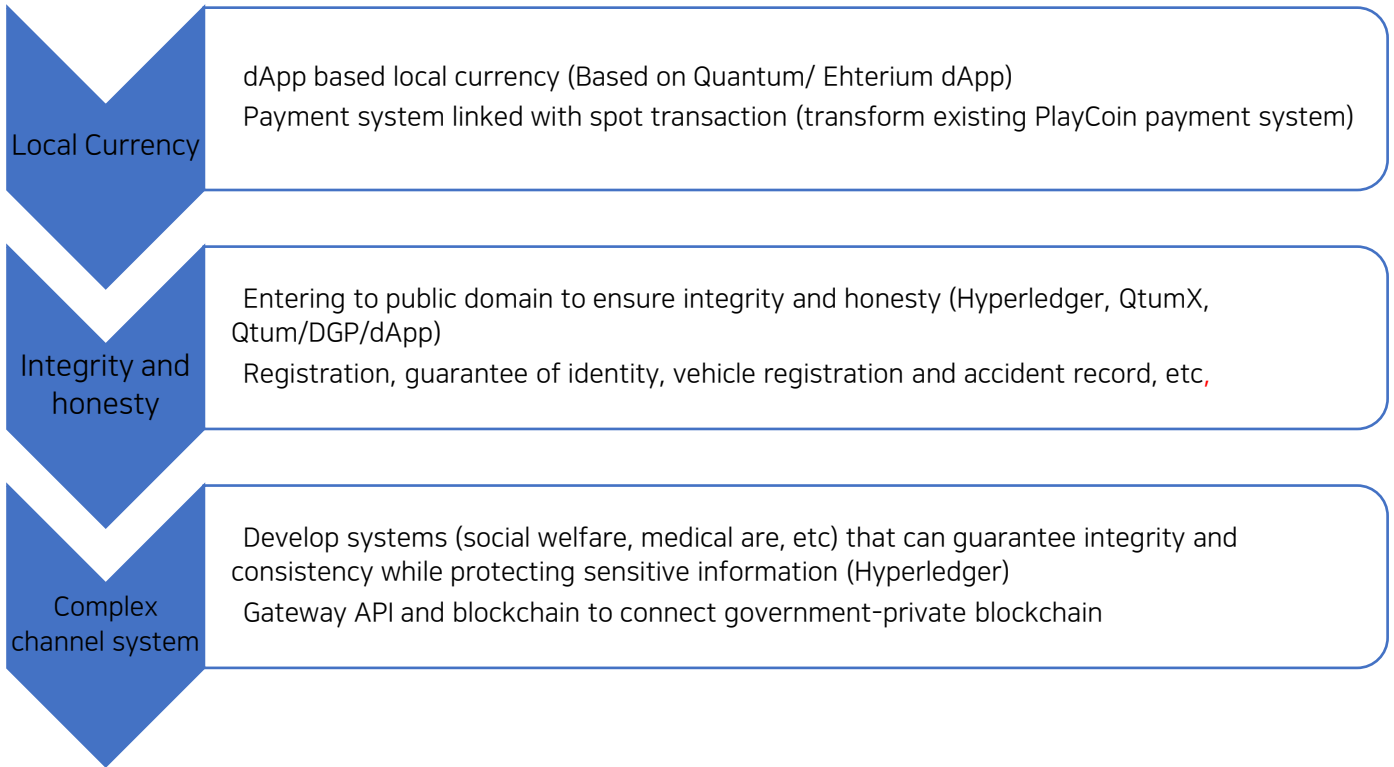


[그림: GameHub 생태계 추상화]

*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

Meanwhile, there is a gradual attempt to apply Blockchain technology to the government and public sector. We are planning to expand its influence and create a more robust level of recognition through Blockchain based technology that was obtained from PlayCoin ecosystem carrying out variety of B2G (Business to Government).

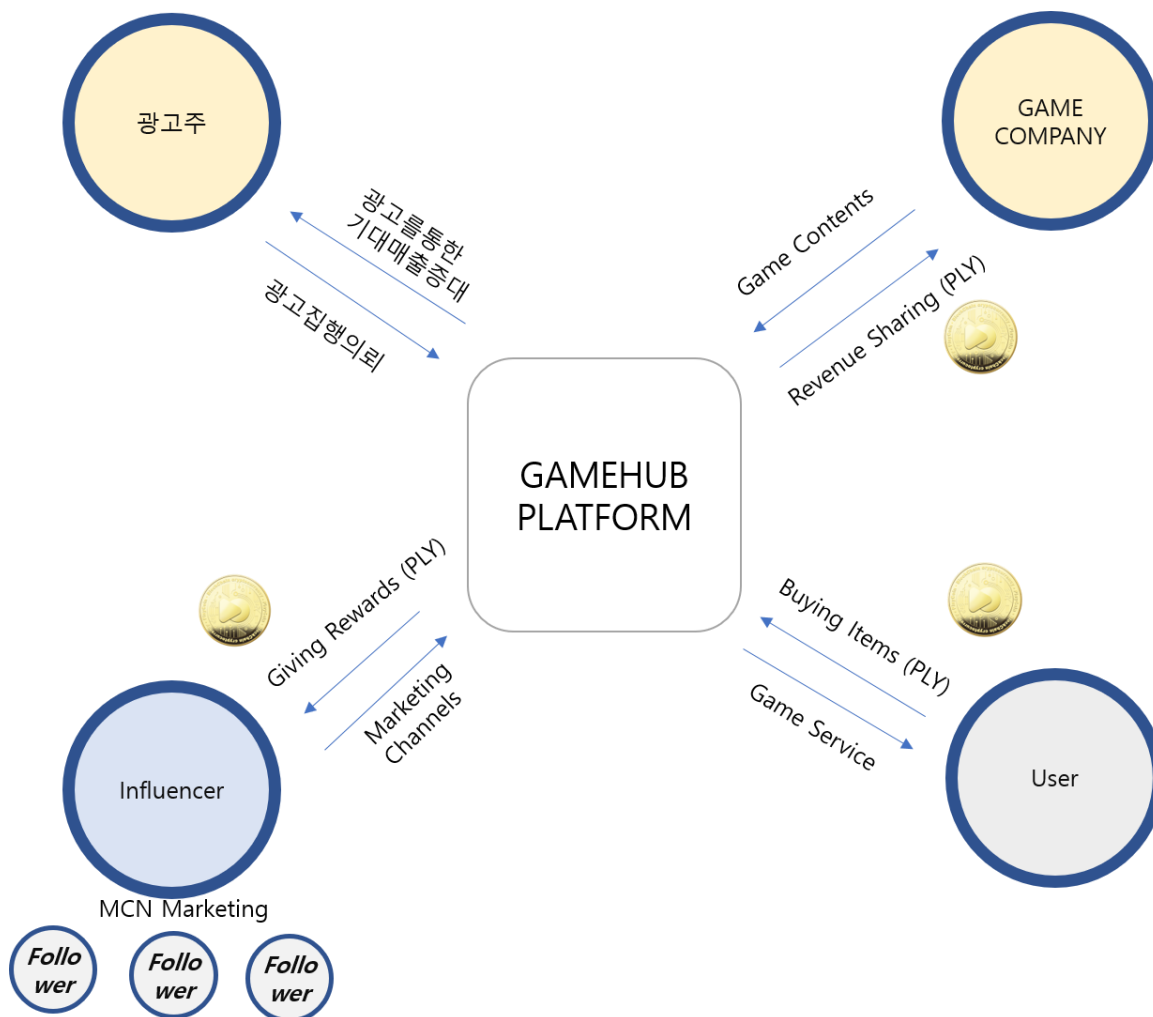
To proceed, we first expand our transactions with various central and local governments through dApp-based local currency payment services to enter into various government procurement fields such as registration, criminal record, social security, medical care, and food safety.



PlayCoin 3-step plan

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 Distribution	100,000,000 (100 million Tokens)	10% of total quantity
Issue Price	0.33 USD	1PlayCoin = 0.33 USD
Issued by	Game Hub Corporation Limited	Hong Kong
Nation	Hong Kong	
Symbol	PLY	
Age restriction	20 years and older is allow to participate PlayCoin TOKEN SALE	
PlayCoin Unit	nineth Decimal	
Homepage	https://playcoin.game	

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
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 ia influencer tactics.
3. Using vulnerability such as fraud, canceling transaction, or viral marketing using bots will lead to suspension/terminatino of account.
 - a. Credit card theft: minimum 7 days to termination of account.
 - b. Intentional cancellation of transaction: 3 to 21 dyas suspension.
 - c. Vulnerability using bots: minimum 14 days to termination of account.

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

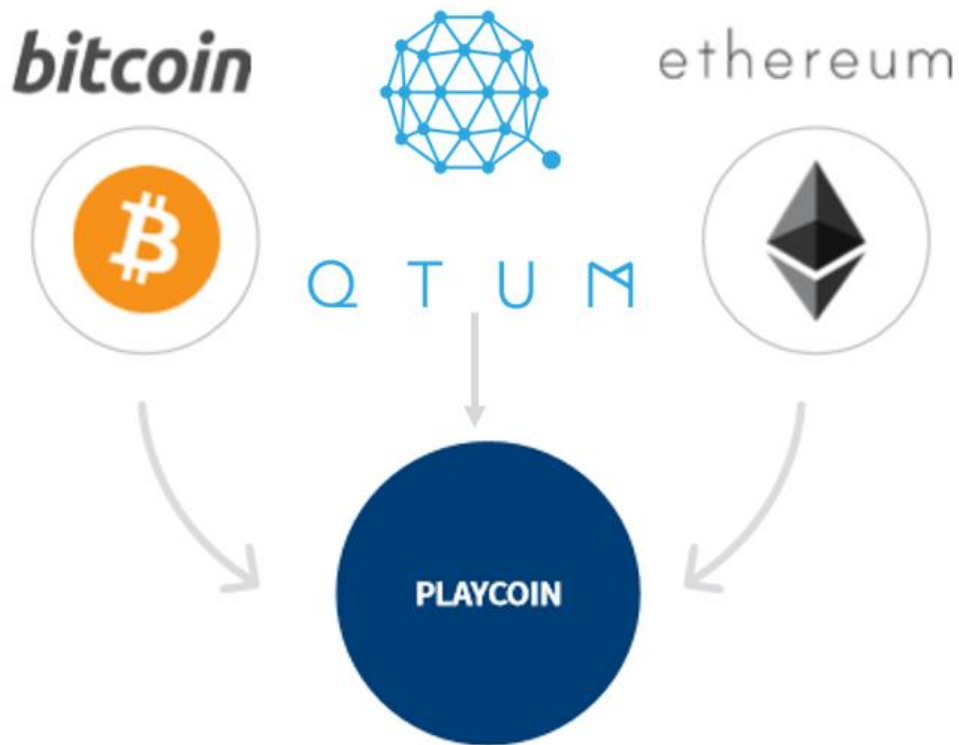
3. Distribution Method

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. 발행 내역을 참조바람.



*Contribution will be conducted using QTUM, Ethereum, and Bitcoin.

email: tokensale@playcoin.game

4. Security Management

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 / Month	1 / Month
Security Scan	1 / Month	1 / Week
Two Factor Authentication	Admin, SE	Admin, SE
Backup	1 / Day	1 / 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	HongKong, North America	HongKong, Asia
VPN	ExpressRoute OpenVPN	Alibaba ExpressRoute OpenVPN
DNS Protection	0	0
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	통합 FDS Backend NGS Splunk, Spark	N/A
WAF Log	Master Log Hongkong	Backup Log, Aliyun OSS, Asia
Security Sean	0	0
Security update	0	0
24hrs security monitoring	0	0

5. Technical Specification

5.1 GameHub blockchain: Qtum

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

The reason PlayCoin choose Qtum technology because:

- Compatibility with Ethereum
- Coin-mining through PoS
 - Environmentally friendly mining, more stable and faster mining with using less power than PoW
 - Compensation for long-term retention and network contribution
- Hybrid technology that meets both criteria of Ethereum Virtual Machine (EVM), security and scalability in bitcoin UTXO model
- Secure UTXO fast payment and security through one of the successful factors of Bitcoin.
- Expand social mining contracts with master contracts
- Defend vulnerabilities through Qtum and Ethereum community
- Extensibility through Qtum ecosystem and dApp
- Chain management and decision making via DGP (Distributed Governance Protocol)
- Ease of entry into B2G market by utilizing QtumX

* Quantum PoS (Proof of Stake) is a PoW (Proof of Work) method that solves a hash puzzle according to the difficulty given to the network. Instead, it's a way to make more mining in proportion to the coin ownership of users connected to the network.

*UTXO (Unspent Transaction Output) – Bitcoin differs in structure from Ethereum’s “Account Balance Model.” The Bitcoin UTXO algorithm has no accounts or balances. Instead, the validity of the transaction (whether the coin is reliable or not) is verified through the ‘unspent value’ recorded in the Blockchain.

* ‘Master Contract’ is an extension of Ethereum Smart Contract. It is advantageous not only for on-chain data but also for execution outside the Blockchain, that is, by Data Feeds obtained in the real world. Social mining will be developed by extending the Master Contract.

* ‘DGP is a management model that can manage the functions of Blockchain network by utilizing Smart Contract. With DGP, you can vote for a Blockchain network change proposal through a Smart Contract. The decision (network parameter change) can be applied to the network to minimize the impact of hard forks and soft forks

* ‘QtumX’ is a Blockchain for Quantum based enterprise. Because Quantum is a public Blockchain, all information is shared among all users, but the enterprise environment has different requirements. Depending on the participant, it may be necessary to restrict the function, and the information that each participant can see depends on the user’s authority or role. In addition, you can easily change agreement algorithms or algorithm parameters if needed. Because it is not possible to provide stability and availability by unspecified number of participants, it is also necessary to prepare or the availability of Blockchain network of SPoF(single Point of Failure). QtumX will satisfy these enterprise needs based on Quantum technology

*UTXO(Unspent Transaction Output) – Compare to Ethereum’s Account Balance Model, 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.

* 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.

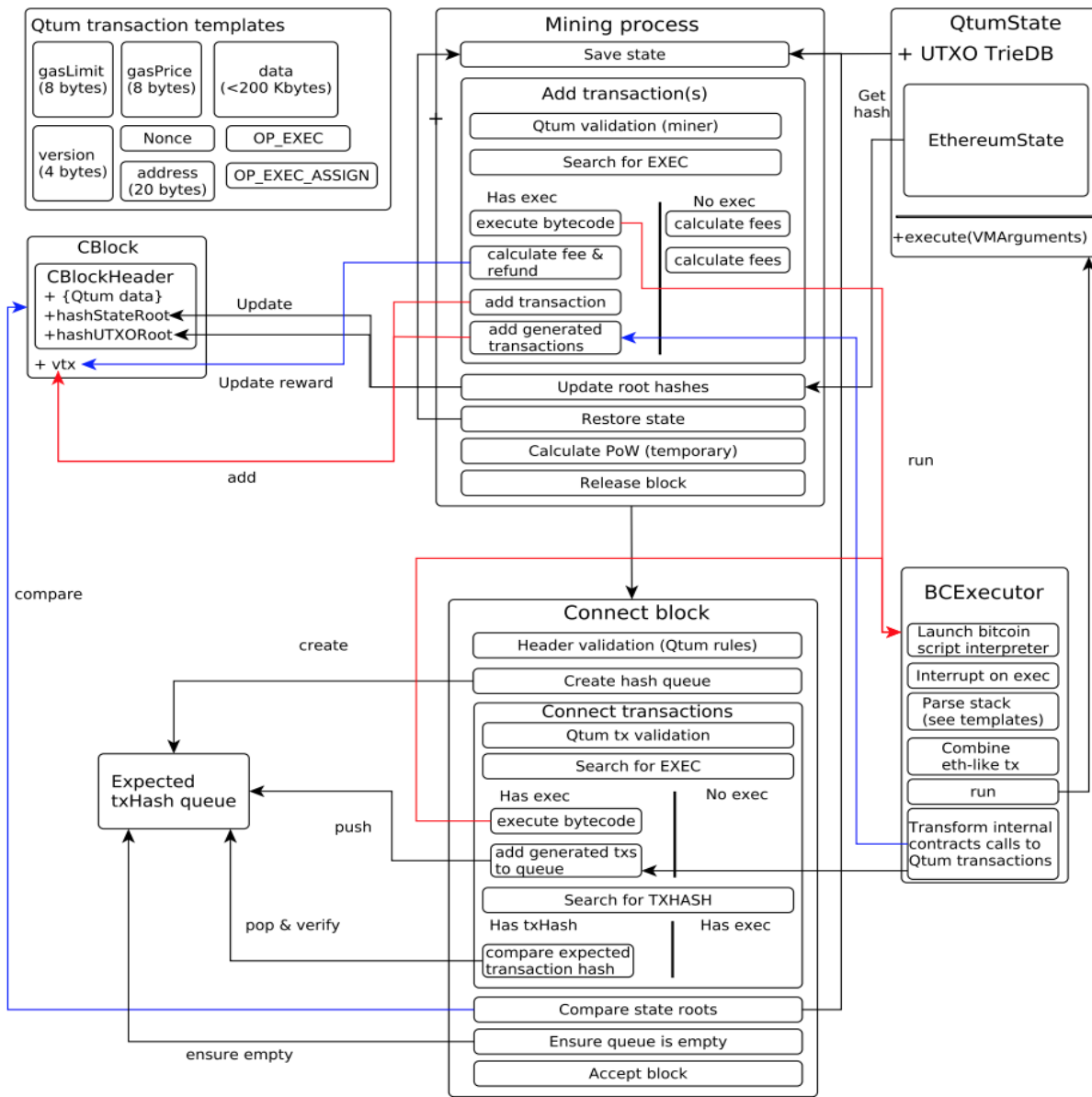
This Social Mining will replace current coin mining system. Qtum’s mining causes wasted resources. So, we will not be using the mining framework that Qtum has. Instead, we reached the feature of Master Contract that we plan to continue to innovate and develop upon and we believe will play a relevant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

Development Risk Factors

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

We PlayCoin developers add onto Qtum framework with features of Social Mining, Social Credit Rating, and Security Monitor so that it will be a trend for next generation security and mobile environment.

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



[Picture: 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 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 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 member. 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 Risk Factors

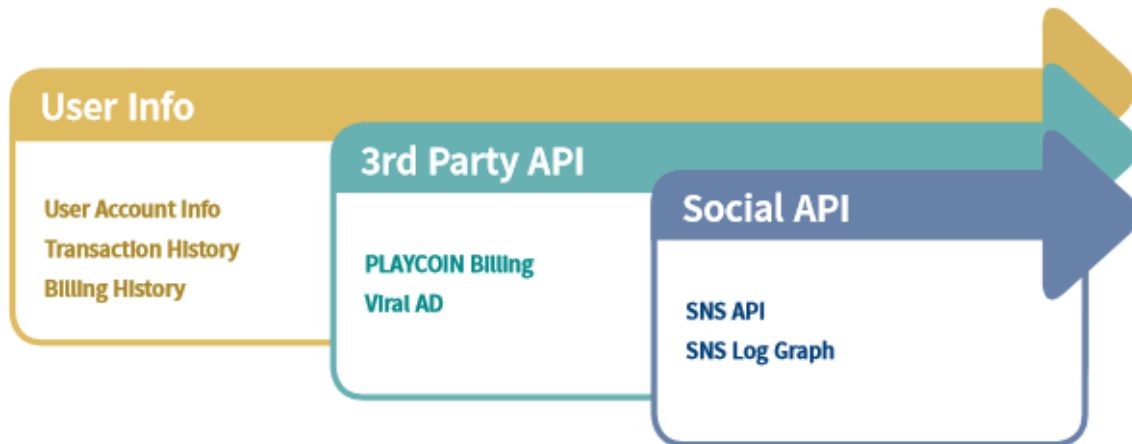
- Social Mining Development: Illegal usage of social mining such as obtaining PlayCoin by fraud and deceitful materials (i.e. bots, programs, etc.). Security inspection is highly necessary. There would be a risk on API link to make Social Mining evaluation criteria due to lack of API integrity of Facebook, 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

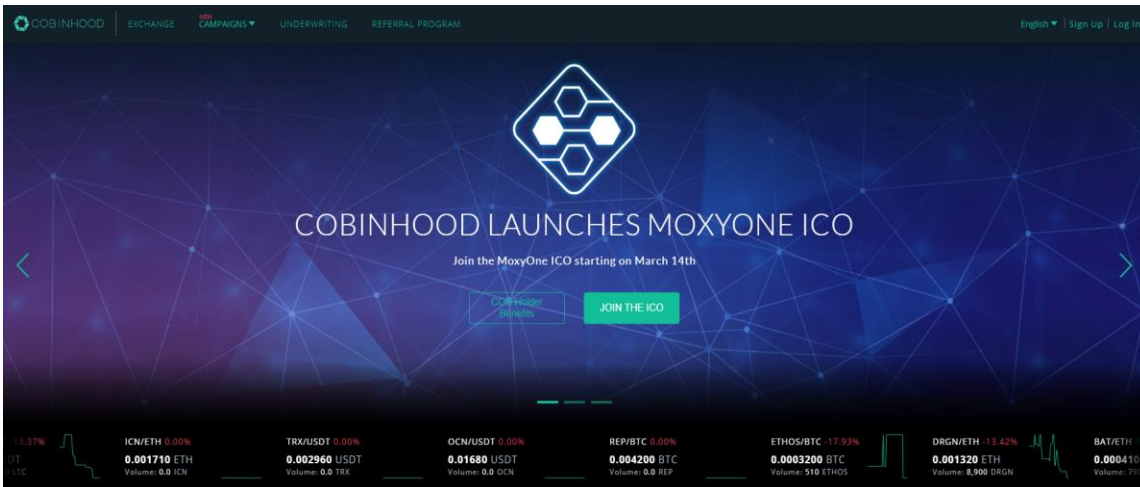


[DApp Layer API on Hyperledger]

6. Status of Strategic Partnerships to Create PlayCoin Alliance.

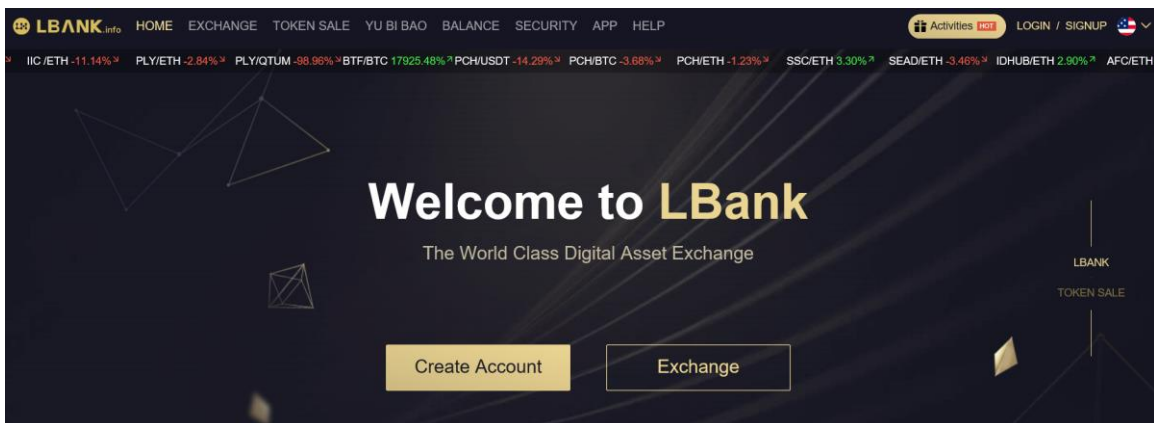
6.1 Partnership with Cobinhood cryptocurrency exchange

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.



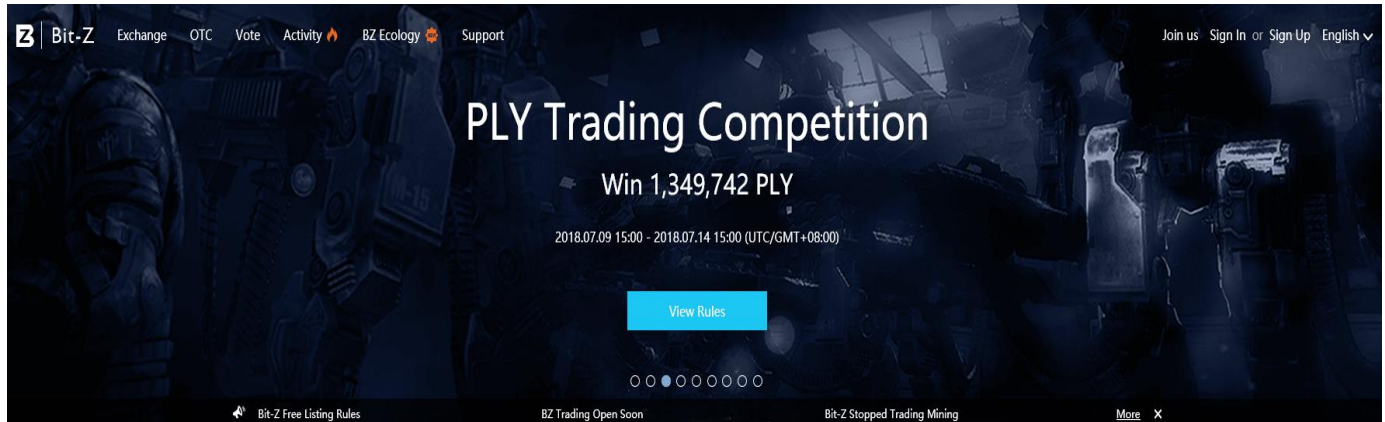
6.2 Partnership with LBank cryptocurrency exchange

Lbank in Singapore is top 10 globally, top 3 in Asia showing largest cryptocurrency exchange. With a transaction fee of 0.1%, free deposits, relatively inexpensive withdrawals, and you can easily deposit and withdraw funds where about 70 cryptograms are currently in transit. The average transaction volume per day is about \$290 million (KRW 314.6 billion). PlayCoin successfully listed on May of 2018 and exchanging on Lbank.



6.3 Partnership with Bit-Z cryptocurrency exchange

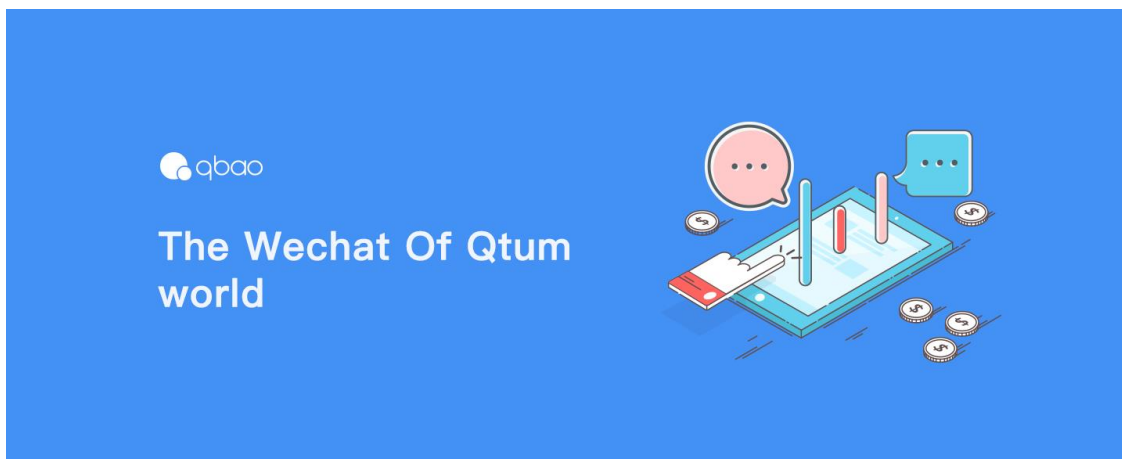
Bit-Z world ranks 10th for exchange trading volume that is located at Hong Kong. The average daily transaction value is about \$200 million, which is about 225 billion in Korean won. PlayCoin was listed on Bit-Z in July 2018. Therefore, PlayCoin is now available to trade in HongKong, Taiwan and Singapore.



PlayCoin, which was rewarded as a Social Mining is like cash in game ecosystem. There is a necessity where you could cash or trade it. In addition to Cobinhood and Lbank, PlayCoin is closely consulting with many other large exchanges and will soon be able to trade on multiple exchanges using PlayCoin.

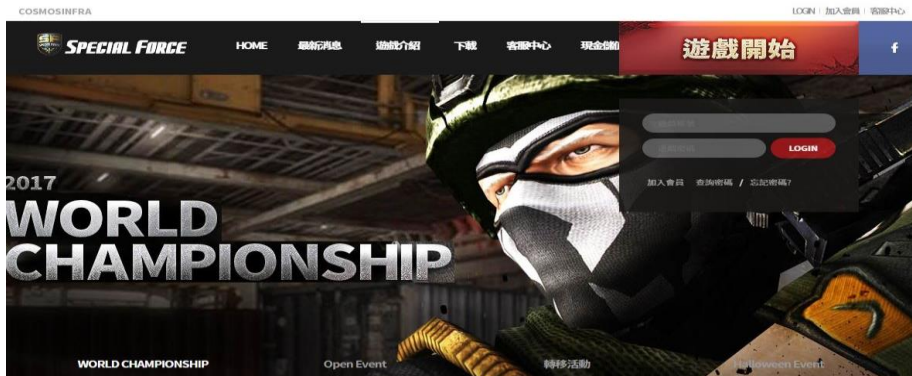
6.4 Partnership with Qbao Application

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.



6.5 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/ India 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.



6.7CN 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.



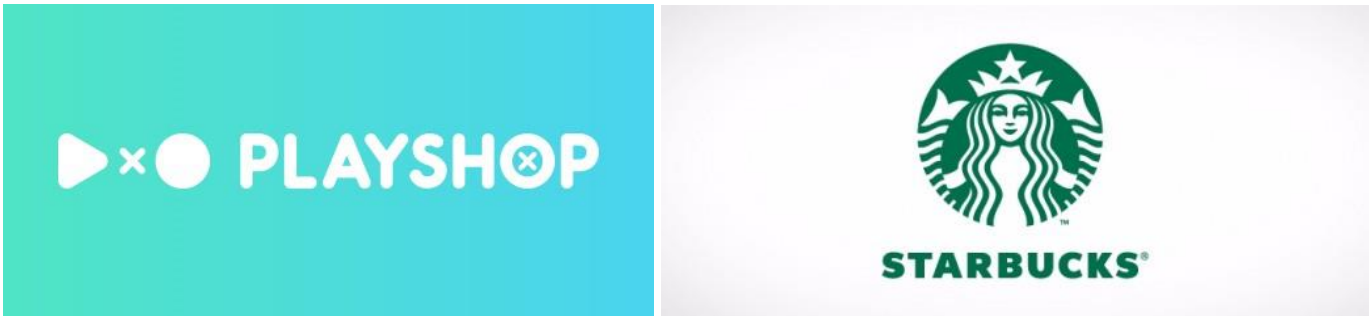
7. Business Model

PlayCoin is constructing markets with Qbao, a global social network platform, to make reasonable digital content market that PlayCoin has been dreamed of. We are aiming to complete virtuous cycle structure where even if you do not have a credit card or cash, you can pay with your mobile wallet using PlayCoin. The revenue generated from this structure will help suppliers and partners to produce better quality content.

7.1 Convenient Coin Payment for Voucher shop Service-PlayShop

PlayShop is Qbao platform voucher shop where you could make a payment using Playcoin. You can easily make purchase anywhere if you have PlayCoin in your electronic wallet without credit card or cash. Users can play games, movies, sound recording, cafes, concerts and other digital contents more safely and conveniently through Playshop. We are partnering Playshop with global coffee franchise, Starbucks. In other words, you can select coupons for variety of menu of Starbucks in Playshop.

PlayCoin is continuing to expand its brand in PlayShop and will settle safely to enable cryptocurrency to function deeply in our lives.



https://www.youtube.com/watch?v=20zN_SAgwQs&t=3s

7.2 Fastest Platform for Global Game Publishing- PlayGame

PlayCoin is working with Qbao to support the global service of small game developers and stable profit structure. Qbao is a Public chain based platform service with a variety of social features such as digital password wallet, transactions and payment, chat, emoticons and skin. PlayGame is a category of games within Qbao. Game contents of game developers are served to Qbao users. The domestic game content market environment is under the dominance of large publishers, and even though a few developers produce high quality content, the fate of the content depends on the marketing capability. In the end, only a small amount of content that can be promoted can be seen by the user and given a chance to be evaluated. PlayCoin is a "cryptocurrency for games" created to improve the unreasonable structure of the game market. It has created high-quality game contents created by small developers to give them an opportunity for global service through PlayShop. Through PlayShop, we want to give global service opportunities and ensure fair evaluation from users. Subscriptions of game contents and item transactions that are provided by PlayShop can be paid by PlayCoin,



7. 3 Blockchain based Cryptocurrency Wallet – Union Wallet

Union Wallet was founded by GameHub blockchain based cryptocurrency electronic wallet. This will function as a convenient system for various contents that can be paid by PlayCoin as well as game contents such as game subscription payment, item payments, and etc using various kinds of cryptocurrencies. GameHub focus on optimizing the functionality and design of Union Wallet as a top priority and develop and improve ongoing features to make it more convenient for users to use.

For the future, GameHub plans to continue expanding its market to various entertainment fields such as movies, sound recording and other entertainment through Union Wallet using PlayCoin.



7. 4 AI Based, Cryptocurrency investment data service in real-time - CoinWeather

CoinWeather is AI analysis service for investment of cryptocurrency. We collect information regarding global cryptocurrency and make analysis quickly and accurately in real time so that we can guide investors to make convenient and smart investments.

CoinWeather's powerful weapon is the ability to summarize all cryptocurrency related news and data from around the world at near real-time speeds. In other words, CoinWeather can score by differentiating pros and cons of related news, analyze and deliver real-time social responses of investors' trends and provide statistics of real-time hot keywords.

CoinWeather, based on AI technology, is expected to contribute accurate information and analysis function so that investors can assist in cryptocurrency market .



7. 5 Revive Game Market using Fresh Dievrse Contents -IP Biz.

PlayCoin, GameHub, pursue both contents producers and consumers to have a joyful life. To contribute this matter, we need to thoroughly research on domestic and national markets to promote IP business and discover and develop diverse contents to correspond with current trend.

We are expecting to give users enjoyment for those of who pick "Tsubai", a fairy-tale game. 'Tsubai' is a role-playing game with a lot of fans with a good graphic and favorable character.

We are planning to customize according to the tendency and preference of game users and re-create with new contents.

Starting with this, we will continue to discover good IPs and create a game market that meets consumers level where it has high-quality cultural contents market of diverse genres



8. PlayCoin Marketing Plan

8.1 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.

8.2 Aggressive Marketing through Social Media

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

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

8.3 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.



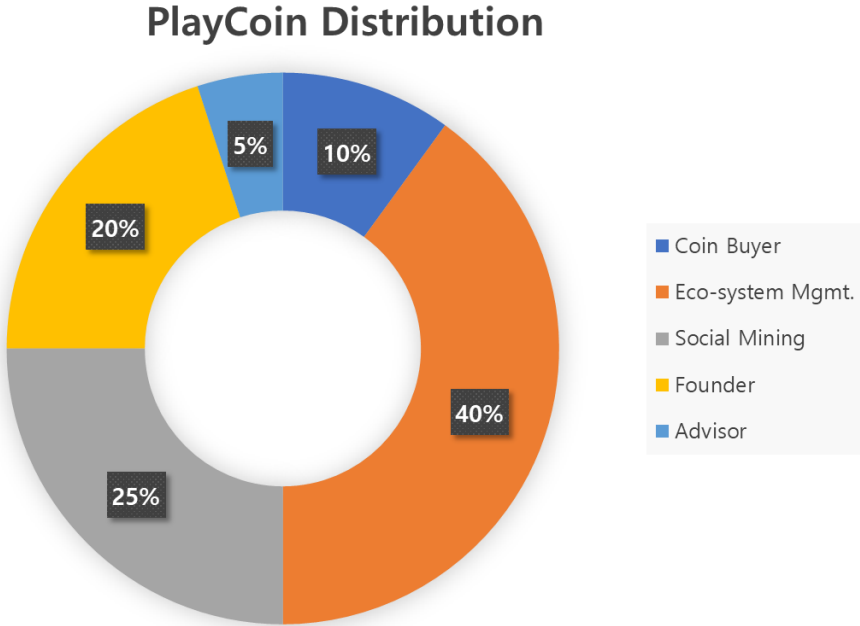
[그림: 에코 서포드 순서와 게임의 바이럴]

9. Timeline

Category	Schedule
1 st TOKEN Pre-SALE	November 15 th – December 14 th 2017
2 nd TOKEN Pre-SALE (Global)	January 15 th – February 10 th 2018
MAIN TOKEN SALE	February 15 th – March 31 st 2018
List of PlayCoin on the exchange	2 nd Quarter of 2018

10. Distribution Plan and Method of Usage

10.1 PlayCoin Distribution



10.TOKEN SALE Distribution Detail

1. PlayCoin TOKEN SALE: 10% (100,000,000 PLY)

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

2. Main Token Sale Soft Cap 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 Contributino

- 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 18th You will receive PlayCoin Tokens as the average exchange rate between 15th and 17th .
- 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

1 st TOKEN Pre-SALE	10 ~ 15% PBonus PlayCoin
2 nd TOKEN Pre-SALE	Airdrop (To be announced)
Main Token Sale	Bonus Not Available

8. Exchange Listing Plan

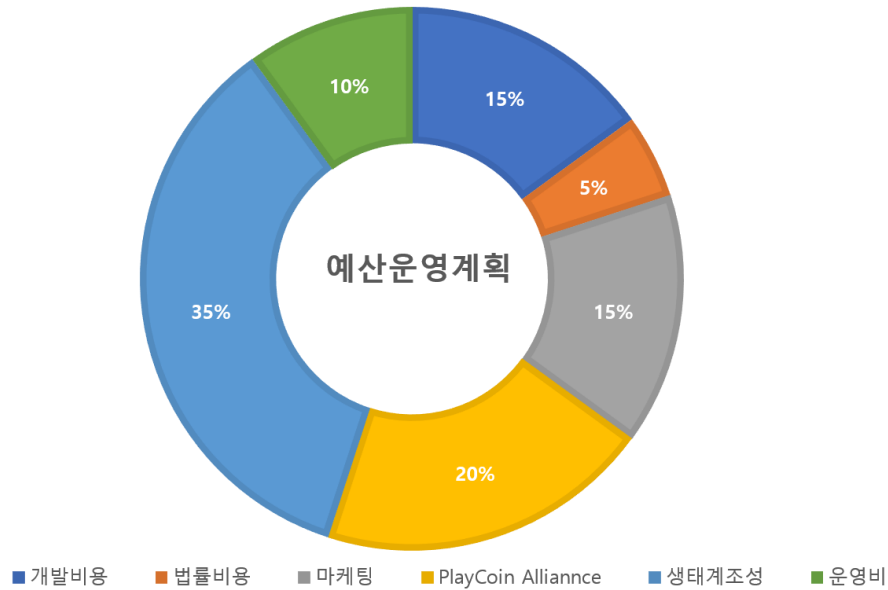
- PlayCoin is planning to list on more than 3 Cryptocurrency exchanges in domestic and foreign markets.
- More than 1 exchange will be listed in 2nd quarter of 2018. More than 3 exchanges will be listed in 4th quarter of 2018.

- 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

10.3 Distribution Plan and Method of Usage



*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 λ 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.

11. PlayCoin Policy and Legal Notice

11.1 Know Your Customer (KYC)

We will process Know Your Customer including TOKEN SALE registration through our webpage (www.playcoin.game).

11.2 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

11.3 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).

11.4 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.

11.5 Security

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

11.6 Privacy & GDPR

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

11.7 Language

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

11.8 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.

11.9 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 3rd 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 3rd 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 3rd party sources referred to in this whitepaper or ascertained the underlying assumptions relied upon by such sources.

11.10 PlayCoin TOKEN SALE Reference

Category	URL
Homepage	
Facebook	https://www.facebook.com/playcoin.game/
weibo	https://weibo.com/playcoinnews
Twitter	https://twitter.com/playcoin1
Press release	https://medium.com/@playcoin
Announceent	https://playcoin.blog
KakaITalk	https://open.kakao.com/o/gIBHF7C
Telegram	https://t.me/playcoinofficial
LINE	http://line.me/ti/g/fmBb154YmN

12. Group Summary

12.1 Team



Dennis Kim
CEO



Toby Lee
Blockchain Head Developer



James Han
CFO



Brian Park
CMO



Sihyun Choi
Mobile Developer



Changsun Kang
Back-end developer



Hyuncheol Oh
Back-end developer



Daniel Lim
Overseas Marketer



Mieun Kim
Designer



Junhee Lee
Designer



Mandy Liu
China Marketer



Calvin Song
Overseas Marketer

12.2 Parnership

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

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

End of Document